

VARIETY

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HOLLYWOOD S. A. TO ORDER

Broadway's First Night Scoffers About Face, Now Cheering Section

Broadway's first nighters have undergone a change. Perhaps they have softened up, but it's the most favorable break the legit has had since the depression. They are rooting for the success of the new shows—that is, hoping the shows will click, whereas the former attitude seemed to be 'go ahead and make me laugh.'

There is little doubt that audiences at premieres are the keenest type of playgoers. Their word of mouth opinion is believed to be as pertinent in the rating of shows as some of the reviews. There are any number of instances where the critics were in accord, rating a play okay, only to have it result in a flop. The public to a large degree does depend upon the critics for dramatic guidance, but a flop never yet got across on the strength of critical opinions.

Too Late for Vaude

That similarity applies to big time vaudeville. The dailies paid scant attention to vaude—when they did that type of show was in decadence and there are and were few, if any, reviewers in the dramatic departments of New York's newspapers qualified to cover a vaudeville show. But when a bit was good at the Palace it was quickly known, the word going out and the attendance reaction was positive.

There was some criticism about the boosting of first night sales for the recent legit musical entrants, but that is not regarded as important because first nighters are willing to pay any price to sit in. As for the critics, they're not as tough as supposed. Last season, when there was a long succession of flops, one of the most accurate observers of the drama declared he was eagerly looking for a chance to write a favorable notice. That seemed to be the attitude of the others and is now. More important, however, is the morale of the audiences, and particularly the habitual first nighters.

MOTHER HUBBARD'S BOY

Out of Biz Three Years, Actor Comes Back to Vaude.

Jack Mitchell is back in vaudeville. Anyhow, back on Broadway with that idea. He's been away three and a half years so maybe he doesn't know about vaudeville.

Before becoming an insurance salesman in Buffalo, Mitchell was in vaude with Mitchell and Dove.

Singing Radio Editor

Hollywood, Oct. 2.

Something new—a warbling newspaperman. Homer Canfield is now doubling between filling the desk of radio editor of the Glendale 'Citizen-Press', and filling a tenor job on K

Kin of Actors on Air As Stars Sniff Offers

Hollywood, Oct. 2.

Local radio stations unable to get prominent film names for their programs are doing the next best thing, and talking relatives of the picture people.

KGFJ has taken Mrs. Valentine Lyon, mother of Ben Lyon, to chatter on screen topics for a reducing tea program. Sponsored by Charm Co., and appearing daily a. m.'s for 15 minutes.

RE-ENACT TRIAL OF 'NAPPERS ON SPOT

Oklahoma City, Oct. 2.

WKY, Oklahoma City's NBC outlet, is showing listeners with a nightly presentation of the day's courtroom proceedings in the nationally prominent Urschel kidnap case, the first to be tried under the new Lindbergh law.

Cast of twenty sits through trial proceedings and at moment of court adjournment rushes to studio for role assignments and a study of script as taken down by courtroom stenographers. This permits an almost exact rendition of the day's trial procedure, even to the voice inflections of the judge, attorneys, witnesses, etc.

Intense interest in the Urschel case has been engendered through the prominence of the principals, sensational nature of the crime, and the huge \$200,000 ransom payment.

Newspapers have set a new local record by devoting more than half of all news space to covering the trial from every angle, which has built up tremendous interest for the air re-enactment.

DIZZY DOLLARS DRIVE EXPATRIATES HOME

Paris, Sept. 23.

How much fluctuation of exchange—actually means—is indicated by the fact that the American colony in Paris has shrunk from 28,000 permanent residents to about 17,000. Others have had to flee to save their pennies.

With the American colony here living pretty largely on small American incomes, the rise of the franc has meant that they couldn't live here any longer. Most of them went back to America, where a dollar is still a dollar, so to speak.

STARS' PREPARED SCREEN ALLURE

Studio Dress Designers Turn Sculptors—Pulling Bumpy Parts In with Weights—Voluptuousness Created with Tape and Girdles—Even Zippers Brought to Bear for the Sags

FEW REAL BEAUTIES

Hollywood, Oct. 2.

With perfect femme figures and imperfect femme faces, studio dress designers and makeup men can be listed as the world's greatest fakers as to making a thing of beauty out of otherwise so-so material.

Many screen stars are little different from the general run of women the world over. In numerous cases a gal who photographs like a million bucks on the screen doesn't get a second look on the street. In still photography, retouching builds beauty, but in motion pictures, retouching is impossible. Therefore the artistry of the designers and makeup men is employed to gild the lily.

To correct the faults of an unkind or humorous nature, they are called in and, like a sculptor, mold new forms and rebuild faces. Makeup for the screen is an intricate job. Closeups are unkind, therefore it is necessary to mask the face of most femmes with layers of grease in order to get the proper amount of s.s.

Femme figures, too, come in for reshaping when they go before the camera. Most femme stars have the same fault, too poorly as to help. Designers are commissioned to build clothes that will disguise the respective faults, making them invisible where they are valley, and craggy where they are saggy.

Rear-End Problem

Rear views, like circled eyes, are the bane of cameramen. When some girls trot up to a camera, it's like bringing the mountain to Mohammed. There's no room left for anyone else in the scene. If the femme happens to have lost sleep she barges into the studio with a production under each eye. Makeup (Continued on page 47)

Reviewer

No wonder the Kibitzers want a N.R.A. code. A tricky bridge hand at the Friars Club the other night coaxed six bids and was still open. The strain was too much for the gruffed-necked kibitzer. In the pause allowed for heavy thinking he creaked his neck and asked: "Do you mind if I review the bidding?"

Chicago Expo Concessions Gross \$22,000,000 in 124 Days to Date

Hipp Pop Opera Ready To Blow at Met's Nod

Possible that pop-priced opera will be continued at the Hippodrome, N. Y., though the regular Met season starts Dec. 26.

While feeling that it is educating the public to opera to the probable benefit of Met, if latter doesn't want the Hipp as opposition for 14 weeks after Dec. 26, house will go to some other policy for that term.

In event of that, Hipp would close out pop opera around Dec. 15.

TOWN GOSSIPER KEPT UNDER COVER

Des Moines, Oct. 2.

KSO, Register-Tribune station, has a ten-minute program at the dinner hour that has the town talking. Idea is a gossip-dispenser who holds a one-sided imaginary telephone conversation and tells all—using names considered 'society' principally, although any widely known town characters will do.

Person, thought to be a man, has a funny femme voice with plenty of inflections, etc. that give it a comedy atmosphere. Station has kept utmost secrecy as to identity of the person and is working it up to an important commercial place.

There have been some squawks by those whose names have been used, but to date the station is getting by o. k.

JAILBIRD WILL SING ONCE AGAIN—IN CAGE

Charlotte, N. C., Oct. 1.

Once again the North Carolina state prison will ring with the silvery tenor of Robert Felmet, and radio station WPTF will carry it to listeners throughout this section. Felmet broke a two to four years' engagement there in August, 1930, and has just been caught in Waterbury, Conn.

Felmet was sentenced for temporary larceny of an automobile. With his unusual vocal talent he gained wide acclaim and was made a trusty. He sang daily over WPTF and in recitals at the prison. Then one day he took French leave. A state of fier has gone to Waterbury after the songbird. He will brighten the prison's entertainment programs this winter and be recited by a large radio following.

Chicago, Oct. 2. To date the Chicago World's Fair has grossed approximately \$28,000,000, which takes in everything from admissions to the coin spent on concessions. Concessions out-grossed admissions on a ratio of nearly six to one, accounting for nearly \$22,000,000 spent on the fair grounds. Admissions, which clicked off above 17,000,000 last week, hit on last Thursday (28) \$6,467,987.47 in the 124 days since its opening on May 27.

Big winner of the concession is still the Streets of Paris, which on the counting date of Thursday (28) had clicked off \$1,236,409.58 in gross. In that same week this concession had sold a ticket to its 2,000,000th walker. In the shows and spectacle ground the Belgium Village placed second with a take of \$482,000. Understood that the actual gross in the Belgium Village run is much more than that quoted, since many stands in the village are under sub-lease and are not required to report their incomes to the Exposition headquarters. Estimates have run the Belgium take up to \$500,000.

C. C. Pyle's 'Believe-It-or-Not' exposition is close in line, hitting \$405,579.83. Ripley's concession has played to a higher proportion of the fair visitors than any other exhibit. Ripley's show has clicked so that it will be sent out on tour when the fair closes.

Hollywood-at-the-Fair, snubbed by show business generally, went for a fan dancer and all trimmings to hold its gross to \$234,954.29. Jack Fine's Midget Village topped a nifty \$173,031, with Fine also planning to send the troupe out on the road on Nov. 1.

Horticulture building thus far has grossed \$256,063. Wings of Century show touched \$175,673.05; Infant Incubator, \$137,430; Chinese Lama Temple, \$136,007.

Fan dancer and cafe concessions helped the Oriental Village with \$171,908, while the Old Mexico spot, which has had Rosalia flipping the feathers, copied \$176,632.72. The very scientific Adler Planetarium was not far behind, getting the higher class visitors to the tune of \$169,064, which proves what the stars can do.

More than 20,000,000 tired dogs were eased by the Greyhound Bus Lines and the Daggett Roller Chair company, and they were repaid by the gross of \$1,257,148 for Greyhound by Sept. 1, while Daggett has garnered \$227,847.76. Greyhound's gross makes it the second largest concession, with Century News company spotting itself third with the souvenir and gadget stands at a total of \$1,069,972.46.

These \$1,000,000 figures are topped by only one other holder within the grounds, but that takes in some 40 eating stands and six grills for the Crown Food company, which has taken \$1,325,863.43 in exchange.

(Continued on page 57)

Sentence Boosts Sally Rand Fair Biz; No Hitch in Dates

Chicago, Oct. 2. Sally Rand continuing her vaude work and picture deal despite all reports to contrary following that sentence by the local courts. Sentence was played up heavily on the front of the World's Fair, where the barker in front of the Manhattan Garden cafe were pointing to the headline and spelling, 'Yes, Sally Rand is here and doing the same indecent dance which got her a year's jail sentence.'

Verdict had the public a bit skeptical, and Balaban & Katz took extra space in the dailies to assure all Rand fans that the girl would positively appear at all performances.

Fan dancer has 60 days in which to file a bill of exceptions to the act, and then figure about 60 additional days before appeal would come up. Would give her four months to complete all picture sequences necessary for Paramount on the coast, where she is due to arrive on Oct. 23 following three weeks of vaude shows in the east, opening this Friday (6), at the Par in New York.

Bondsman quickly posted \$2,000 for Miss Rand following the verdict, and the fan dancer lost not a show, *oomerang?*

Sentence was stiffer, than even the police working on the case wanted, and they themselves immediately started working in the opposite direction. Dallas also did a turn on the score and began working for Miss Rand rather than against. Carried interviews with policemen and stated that the fan dancer was not really nude, though she was sentenced as such. Exposed the net and paste outfit used to shield the fan dancer.

If Sally Rand is brought back to town, likely that it sentences through will get immediate probation. Also talk already of a pardon from Gov. Henry Horner.

After four months of the World's Fair, the Chicago Tribune has goneilly-white. After accepting Sally Rand ads for eight weeks, the Tribune last week notified Balaban & Katz that no fan-dancer copy or art will be accepted in the paper's news or ad columns. This takes in Faith Bacon, Rosalie, Joan Warner and all other dancers who are identified as fan dancers, with the Tribune explicitly stating that these persons cannot be mentioned in any way in the paper.

Balaban & Katz for the final week of Sally Rand will use only this line in the Chicago ad, 'Also a surprise sensation.'

Orders are understood to have come direct from Col. R. R. McCormick, with the explanation that the paper has received many complaints from its readers on the fan-dance advertising. Other dailies will continue to accept fan-dancer copy. Surprising thing to the trade is that the Tribune has given the most space to Sally Rand and her trial, giving her a page-one streamer last week on her year's jail sentence, and the paper has been notably outspoken in the publishing of the testimony in the case.

THAT'S MY BOY!

Jack Oakie's Ma a Volunteer Press Agent With Eats

Pittsburgh, Oct. 2. En route to Chicago from New York, Mrs. velyn Offield, Jack Oakie's mother, dropped off here for a day and grabbed a lot of free space for 'Too Much Harmony,' which opened at Stanley Friday (29), day after her arrival.

WB and Par tossed a luncheon for scri William Penn hotel in her honor, and later Mrs. Offield went on the air via KDKA, generously plugging 'Harmony,' in which she makes her screen debut.

Aimee Grabbing Loose Change on Home Trip With One-Niter Dates

Following the week of Oct. 26 at the Chicago, Chicago, her final theatre date, Aimee Semple McPherson will try to make her return trip to Angelus Temple, Hollywood, payable by playing a string of one-niters in auditoriums on the way out. William Morris office is booking the short stands.

Aimee's flop last week at Loew's Capitol, New York, apparently washed her up for theatre consideration, as far as the circuit picking up its options or showing further interest is concerned. Loew dropped the evangelist like a hot potato after the Capitol bust, paying her off for the current week's Washington date at the rate of \$5,000, rather than play her there. She goes to Philly next week for Warners, then to Boston for a revival meeting, then to Chicago.

On its \$17,000 gross with Aimee the Capitol lost about \$20,000.

Buys 'Bolero' Title

Paramount wants to do a picture under the title of 'Bolero' and, as a consequence, has completed arrangements to purchase the rights to the handle from Maurice Ravel, composer of the musical composition of that name. Par, however, does not contemplate using the music of 'The Bolero.'

Plans are to do a picture under the title of the song with George Raft and Carole Lombard paired on top. Story is the life of the late Maurice, the dancer.

STONG GOES STRAIGHT

Hollywood, Oct. 2. Phil Stong, author of 'State Fair,' skipped Paramount's payroll for return to New York and to straight novel writing. 'Women of the Earth' was his last job at Paramount.

MARCIA PINED FOR PHIL

Hollywood, Oct. 2. Marcia Ralston has been given a contract release by Metro. Wanted to go east to join her husband, Phil Harris.

McEWEN SET AT WB

Hollywood, Oct. 2. Walter McEwen given a new term as story editor at Warners.

SAILINGS

Oct. 7 (New York to London), Dick Henry (Lafayette).
Oct. 6 (Villefranche to New York) Winnie Sheehan (Rex).
Sept. 30 (New York to Genoa) Mr. and Mrs. Benjamin Glazer (Sharon Lynn) (Conte di Savoia).
Sept. 29 (London to New York) Laura Burt (Minnetonka).
Sept. 30 (London to New York), Walter Bentley, Charles Gulliver (Aquitania).
Sept. 30 (New York to Los Angeles) Bill Pine, Al Wilkie (Pennsylvania).
Sept. 29 (New York to Paris) Sam E. Morris, Fabien Fabiano (Paris).
Sept. 29 (New York to London) James I. Miller (Olympic).
Sept. 28 (New York to Paris) Herbert Gorman (General von Steuben).
Sept. 27 (New York to London) Frank H. King (Washington).



WILL MAHONEY

Andrew R. Kelley, Washington "Times," said: "If you want to know real applause note the hand-clapping which Will Mahoney inspires. The comedian never lets down and goes to rather stimulation from the hilarious audience reaction. Carter Barron is talking of a hall of fame. He should reserve the No. 1 spot for Will Mahoney."

Direction
RALPH G. FARNUM
Roosevelt Hotel
Hollywood, Cal.

MEXICO SLIPS STUDIOS THE HIGH SIGN

Hollywood. Mexican government is elated over the prospects of Metro's producing 'Viva Villa' entirely on Mexican soil. Mexico feels that it will be an incentive for other Hollywood producers to work in the southern republic. To this end, every facility controlled by the government will be offered to the studios as an inducement; army, government buildings, mobs, anything the studios want, for the asking.

In the past three years, only one picture has been made by Hollywood studios in Mexico, Warners' 'Tiger Shark' and that for the most part of the coast of Mazatlan, with the company living on boats and using little of the facilities on the mainland.

Last time studios heard anything from Mexico was a protest against making Mexican characters had men in pictures. Mexico felt that it reflected on their country, gave prospective tourists that wrong slant on natives. Now the Mexican consul in L. A. offers Hollywood the whole country.

Whale Megs 'Mars'

Hollywood. James Whale will direct Boris Karloff in 'Trip to Mars' for Universal. R. C. Sheri is preparing the original and script in London for U.

Robert Wyler, who was replaced as director of 'By Candlelight' by Whale early this week, has been assigned to direct 'Rigadoon' as his next for U.

Hollywood's Gab Geyser

News and Mag Writers Spout 1,000,000 Words Per Week

Hollywood, Oct. 2. More than 1,000,000 words a week of straight news copy are now going out of Hollywood through correspondents accredited by the Hays office. This is exclusive of the several million more words going from publicity offices which are not so sure of hitting the news pages.

Currently newspapers and magazines in all parts of the world are represented by 203 correspondents, 47 of whom write exclusively for foreign papers and syndicates.

Ten first names on the accredited list, mostly domestic news service and syndicate men, average 75,000 words a week of which only about 10% is telegraph stuff.

Significant angle on the current

Screen Musicals for Eye Alone and \$97,000 Scenes Oke, Sez Berkeley

Roach's \$15,000 N.Y. Set

Hollywood. Hal Roach studio starts immediate construction of a New York street exterior on the back lot which will be used for the Laurel and Hardy feature comedy, 'Fraternally Yours.' Studio will use three six-hour shifts of workmen for two weeks to build the set, which is slated to cost \$15,000.

The new exterior set will give Roach two N.Y. streets on the lot. Other was built more than 15 years ago and used many times for Lloyd features and Our Gang comedies. It has been extensively leased to other producers as well. It will be refurbished also to give it a present day color.

MARGARET SULLAVAN'S 2D FOR U A STARRER

Hollywood. After seeing a rough cut of John Stahl's 'Only Yesterday,' Carl Laemmle, Jr., decided to lift Margaret Sullavan to starring spot as a result of her performance in the picture.

'The player was brought to the coast by U on a contract, with the intention to give her star billing on second picture if performance in 'Yesterday' warranted.

J. C. Thomas at RKO A La Tibbett for MG

John Charles Thomas, Metropolitan opera singer, will get a deal from Radio pictures for a series of musicals.

Studio is looking for stories for the singer similar to the yarns done by Lawrence Tibbett at Metro.

New Handles

Hollywood, Oct. 2. Fox has set 'I Am Suzanne' as title of Jesse Lasky's puppet picture, which Rowland V. Lee is directing.

Company has also selected 'Seven Lives Were Changed' as release title for 'Orient Express,' and 'Olsen's Big Moment' for 'Olsen's Night Out.'

Colleen's RKO Duo

Vacationing in New York at the moment, Colleen Moore plans hitting for Hollywood within two weeks.

She has a contract with RKO to do two pictures, first, 'Success Story,' John Howard Lawson plan.

SWITCHING 'HEARTS'

'Miss Lonely Hearts' (20th Century) will not be released under that title.

It is to be known as 'Advice to the Lovelorn,' theme being a Beatrice Fairfax newspaper idea.

By Cecelia Ager

'It isn't the size of the sets that counts with screen musicals—it's what happens on those' remarked Busby Berkeley while considering the future of film musicals and reflecting on their past. 'More grandeur, static immensity, means nothing—except.'

Sets can never be more than the background for action. Motion, the building with motion from little to big, that's what makes production numbers for the eye.

Always bearing in mind that picture musicals and stage musicals are two entirely different mediums, and that what goes for the stage is lost as the camera's going to see it, steps, are out. Nobody can see them. Let the others put on dances, he says; he's going to concentrate only on production, on developing production numbers so that they offer a continuously mounting feast for the eye.

'Pictures are ocular,' Mr. Berkeley explains, 'therefore the first thing to do is understand the camera.' Now, when he starts out to conceive a production number, he visualizes its development shot by shot as the camera's going to see it. His imagination has learned to work in camera angles.

One Camera Only

There's this difference in his approach and that of the old style picture musicals: he uses but one camera, shooting from the angle from which he visualized the shot beforehand; the old style musicals, the routine stage musicals that killed themselves off because they were not constructed for the screen—put eight or nine cameras haphazardly on a number and then afterwards picked the best shot. With his method there is expense, yes, but no waste. The camera doesn't have to ask him for his master shot, for there's only one. His job ends, and he uses every foot of film that's been photographed, too, when he's assembled the film in rotation exactly as it's been given to him.

As to the cost of his production numbers, Berkeley is convinced 'you've got to spend to make.' He convinced the producers; too, for the water number alone in 'Footlight Parade' rang up a total of \$97,000. 'But then,' he told them to talk about something, get them to say, 'If only for that water number, you must see that picture! That's the kind of comment that makes hits, that gives you your money back and a whole lot over.'

He's convinced his producers of this, that in a musical plausibility is of the utmost importance, so long as it's grand entertainment. They said to him, that water number's supposed, according to the story, to happen on a theatre stage, and there's no stage in the world large enough to hold that glass tank with those fountains, those hydraulic cylinder, those 150 girls. So he said to them, who cares, if the audience is fascinated watching it. And so they let him build the water number.

Just as the writers work out a continuity for the story, Berkeley works out a continuity for his numbers, action to follow with the eye, not the mind. He tries to make his continuity so fresh, so arresting, that nobody's even going to want to cut away from his number and slow it up. He appreciates the necessity of development, of climax, for a production number. If I can make it flow, if he's conceived it so that it's so logical it's simply got to be put together as he imagined it—then he need fear no interference, no sudden interruption by the plot.

Musicals can go on indefinitely, Berkeley thinks, if they're done right. If each studio will limit itself to not more than three a year. Too many musicals, and the bad ones hurt the good ones, knock them off in time. But they offer such vast possibilities, so many as yet unexplored methods of entertainment treatment, that he feels if each one will take the time to study these facts and offer something new, they need never be damned by the term 'cycle' again.

GAYNOR TURNS BACK

Janet Gaynor left for the Coast Sunday (1).

Ex-general colonels and captains are legion in the foreign mob.

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DON'TS FOR KIDNAP YARNS

Services for Sime

Sime Silverman, founder-publisher of *VARIETY*, was laid to rest in the family vault at Salem Fields cemetery, Cypress Hills, N. Y., Thursday (28) afternoon. Services at Temple Emanu-El, Fifth avenue at 65th street, New York, were conducted at 2 p. m. by Dr. H. G. Enelow, rabbi-emeritus, who said the prayer, and Pat Casey and George Jessel, who delivered addresses.

Sime's *VARIETY* mugs were the pallbearers, augmented by two *VARIETY* alumni, Jack Lait and Freddie Schader, and by John T. Halpin, *VARIETY* correspondent from Schenectady.

Newspaper accounts estimated around 3,000 in attendance. Six automobiles of flowers were evenly divided, half going to various hospitals and the rest to the cemetery.

The choir sang 'O Lord, We Pray,' Dr. Enelow read the 23d Psalm and the choir sang Handel's 'O Trust in the Lord,' thereafter, services concluding with organ music.

The night before (Wednesday) at Riverside Memorial Chapel, Amsterdam avenue and 76th street, delegations from the Jewish Theatrical Guild, Catholic Actors' Guild, Episcopal Actors' Guild, Actors' Betterment Association, Friars, Lambs, Actors' Fund and National Variety Artists attended and conducted fraternal services. They were respectively represented by Loney Haskell, Gerald Griffin, Percy Moore, George Price, William Degen Weinberger, Bert Lytell, Sam S. Scribner and Henry Chesterfield.

That same Wednesday night from 11:30-11:45 p. m., New York time, WJZ and an NBC 'Blue Network' of 21 stations broadcast a tribute to Sime, wherein John Holbrook was narrator, and the songs—'Give My Regards to Broadway,' 'In Old New York' and 'Take Me Back to New York Town'—were sung and played as background. George M. Cohan was picked up from Pittsburgh, where he appeared last week in the new Eugene O'Neill Theatre Guild play, 'Ah Wilderness,' at the Nixon (which fact kept him from attending services in New York), and Jack Lait, *VARIETY* alumnus, preceded Cohan on the program. Abel Green of the staff introduced Lait.

Both Wednesday night at 8 p. m. and Thursday afternoon at 2 p. m. theatres all over the country paused in tribute to Sime.

Other testimonials were via KFI (NBC ally on the coast); John Fogarty's last Saturday night (28) program of song dedication; Tony Wons' Tuesday morning CBS dedication, and a WMCA special program in New York.

'Come Up to See Me Sometime' Is Tea Invite—Par

Hollywood, Oct. 2. To offset any possible backfire from women's club groups and hinterland censors, Paramount execs have given orders to the studio publicity department to change its policy on the type of publicity going out on Mae West. Officials want Miss West presented to the reading picture fans as she really is, rather than to have them waylaid into thinking she is in real life the type of character she portrays.

Theory of the tin hats is to have the fans believe that any invitation to 'come up and see me some day' in Miss West's is an invitation to tea. True West's retiring life, as it has been since she came to Hollywood, is to be the fodder fed to the fan mag writers and chatters, with a soft peddling on any attempt to present her as the spectacular and bizarre character she is on the screen.

Lucky Trio

Hollywood, Oct. 2. Three more employment documents handed out by Metro to players. Isabel Jewell gets one for her work in 'Beauty for Sale' and Nat Pendleton on account of his showing in 'Penthouse'. Latter goes into 'Overland Bus'.

Esther Ralston is the third who was signed.

Astaire's RKO Duo

After completing his London run in 'The Gay Divorcee,' soon to start, Fred Astaire will return to do two pictures for RKO in Hollywood. 'Astaire' recently completed 'Flying Down to Rio' for RKO.

CAROLE LOMBARD'S DAD HURT

St. Wayne, Ind., Oct. 2. Fred J. Peters, father of Carole Lombard, film star, is convalescing in a hospital at Angola, near here, following an accident to his leg when he took a dive into a lake. He resides here during winters.

MINOR THEATRE HURTS FROM LATE L. A. QUAKE

Los Angeles, Oct. 2. A few cracked windows and little plaster droppings resulted to theatres from a quake at 1:10 a. m. today (Monday).

Immediately Fox-West Coast sent out five men to make an inspection, with no serious damage found.

May-Polly, Team

Metro is mulling the purchase of film rights to Lou Goldberg's third book, 'Let's Buy A Farm'. May Use it for the May Robson-Polly Moran team combination studio is planning to develop.

Overseas Biz-Pleasure Trip by Glazer Couple

Barney Glazer and his missus (Sharon Lynn), sailed for Europe Saturday (30) on the Conti de Savoie for a two-months' holiday. They will visit London and Paris, later going to the Riviera as the guests of Maurice Chevalier. While abroad, Miss Lynn will appear in a picture for British International. Her latest for Par, with which Glazer is an associate producer, was 'Big Executive'.

Arlliss Due In

George Arlliss, swinging from Warners to 20th Century, arrives in New York Wednesday (11) on his way to Hollywood to take up his new assignment. He has been in England several months vacationing.

'House of Rothschild' is his first for Twentieth.

SHEARER'S 'RIPTIDE'

Hollywood, Oct. 2. 'Riptide' will be the first for Norma Shearer at Metro since her return.

Charles MacArthur is doing the adaptation and dialog. Sidney Franklin director.

RAILSTON, KRUGER TEAM

Hollywood, Oct. 2. Esther Ralston's first at Metro will be 'Payment in Full' Otto Kruger opposite.

TABOO THEME OKE IF SLANT SAFE

Can't Show Actual Methods Used for Snatching or Collecting — Kidnappers Should Be Pictured Always Mean in Soul and Shy on Brains—Certain and Drastic Punishment for World's Meanest Crime

OVERALLED CURS

New Deal includes everything, even a change in picture appetites, is begi ing to reflect itself in the business to the point where, it is officially conceded for the first time, what's good for newspaper readers should be just as good for theatre patrons. the result, Hollywood, from viewpoints in the New York embryo, is preparing to let go on a number of angles which until now have been considered too harsh for screen fare.

Kidnapping themes are among these. The newspapers have given over considerable of their space since the Lindbergh tragedy. It was then that the industry decided to lay-off abduction.

But with the printed trend more and more toward the kidnapper and bomber, plus the nation's own drive against criminality, which has achieved so much space, industry-wise men figure it is about time the screen relaxed. In fact, they believe that the screen, dependent upon public taste, must necessarily guide its course along reader-interest channels.

So, with the understanding of industry counsellors the business during 1933-34 is prepared to undertake production experiments of a nature that would have been excessive before the NRA and codes came along.

No Kidnapping Technique A special code set up for producers, who will attempt kidnapping yarns has four provisions.

First, the screen must not show how the kidnapping is done. There must be no pay-off of ideas which would foment in the mind of some moron with abduction inclinations. Second, the kidnappers must not be handsome, aggressive, glamorous types. They must be depicted as mean and slinky and the kind which couldn't influence anyway, could desire to emulate.

Third, it must be stressed throughout the story that there is no monetary reward for the kidnappers. He or she must not be well dressed or expensively housed. Overalls for costume and a garret or cellar for domicile are preferred.

Fourth, it must be established beyond a peradventure of doubt that all kidnappers are punished; that their wind-up is miserable, being either from the gallows or life-long stay behind bars.

Whether gangster themes will be so stressed remains to be seen. The kidnapping story okay, however, breaks the ice.

Unofficial viewpoint is that, like repeal has let the liquor bars down, so failure of the NRA to date to incorporate the Hays production code in the industry set-up is already upsetting pollyanna production viewpoints.

FRANCES DRAKE ON WAY

Frances Deane, who will be known for Par and film purposes as Frances Drake, arrived in New York yesterday (Monday) from England on her way to the Coast. She will probably leave for the west by tomorrow (Wednesday). Miss Drake came by way of Canada, visiting her parents in Toronto.

Peeved Beaut Contest Losers Storm H'wood with Gate-Crashing Wiles

Theatre for One Buck

Easton, Oct. 2. Lyric theatre, Allentown, was sold at sheriff's sale to Butz & Rupp for \$1. House is dark now. Amount of mortgages was not made known. It was property of Lyric Playhouse, Inc.

Hollywood, Though the various major studio contests for picture aspirants held recently may have imbued enough ambition have them storming Hollywood in larger quantities town has several years' aramout

Woman and Beauty Contests and its much publicized hunt for an Alice for 'Wonderland,' brought in Metro hasn't helped the stay-away-from-Hollywood cause much by its national tour of a mobile talent testing studio.

It is estimated by casting officials and agents that there are around 300 disappointed contest entrants in Hollywood at present, 90% girls. They figure they received a raw deal in the various contests and are out here to prove that judges and studio officials were head guessers. One gal, Geneva Rogers from Kansas City, an entrant in Par's Search for Beauty, got tired hanging around K. C. awaiting the judges' decision. She came to Hollywood, bitten by the picture bug, to make her own break. When the hometown mob decided she was top girl, they finally located her here trying to buck the extra racket.

Trying to Crash Unable to get a look into the studios, the ambitious ones, mostly accompanied by Mama, are pestering the agents, trying to get an open sesame through the 10 percenters. But latter, not having sufficient trouble these days, without trying to explain the difficulties to the mommas and their ambitious kids. Of the 300 hopefuls, less than a dozen have a chance to get into pictures. Best they can expect is a three-month contract on a major lot at \$50 per week, with all the chances in the world of going out on their ear when the three months are up.

WINCHELL RECALLS JOLSON SOCK SUIT

Walter Winchell has called off that suit against Al Jolson. He asked damages of \$500,000 just because Jolson socked him out in Hollywood last summer during an outdoor boxing show. Reason was that Mrs. Jolson (Ruby Keeler) felt that Winchell had used her for copy in a 'keyhole' picture script. The columnist wasn't really hurt because Jolson erred by leading with his right.

When Jolson was informed of the discontinuance of the action, he asked his attorney, Nathan Burkan, whether he (Jolson) could not force the case to trial. Answer was no. Understood that Winchell's attorney had advised against the proceeding because the offense, if there was one, occurred in California and suit could not be tried in New York. Complaining insisted on giving Jolson the papers. Probably publicity. But that's not Jolson's idea of it—nor the sock on the beazer.

Tibbitt to Concertize, Pix Again Mebbe Later

Lawrence Tibbitt, in Hollywood and possibly returning to pictures later, is set for a concert tour first. His personal manager, Johnny Evans, is due on the Coast from New York this week to pilot Tibbitt. Evans left New York last week with planned stopovers at Chicago and Vancouver, B. C.

No Lookie

Hollywood, Oct. 2. Peeking behind the scenes at the Teatro di Piccoli puppets is strictly taboo on the Jesse L. Lasky picture set at Fox.

Notices posted about that permission of Vittorio Podrecca, owner of the dummy troupe, must be first obtained before the string-pullers can be glimpsed. And then, the time limit is five minutes.

YOUNG CARUSO TRIED TENORING, GOES PIX

Enrico Caruso, Jr., is going pictures via RKO after going through the motions several years in preparing for opera.

During the past year he has been in Hollywood studying voice under Adolfo de la Huerta.

RKO's Mayor Poll

Straw poll on the present New York City mayoralty race is planned among the customers by RKO at all the circuit's metropolitan houses. Customers of the RKO theatres will be invited to cast ballots indicating their choice for mayor. Results will be tabulated daily and screened in each house as the balloting progresses. Candidates will be designated, but their political affiliations will not be mentioned.

Metro's Jungle Pic

Hollywood, Oct. 2. Metro will send a company by plane to the Brazilian Jungle for 'Jungle Redmud,' which it will film with a native cast. Dick Ross, former cameraman, will direct. Company will take off from Miami, carrying set-up generator and sound equipment.

Berths for Scribes

Hollywood, Oct. 2. Metro is adding a second story to the new four-story building to accommodate 25 more scribes in anticipation of a heavy production schedule currently.

Major Producers Would Ditch Trade Practises to Expedite The Code; 3 National Boards

Forget everything, including the right to buy and star salaries, except labor; then set up three national boards, authorizing them to assimilate, administer and enforce—this is the proposition the major industry is scheduled to submit to Washington today (3) as one way for the NRA to find the immediate out in flimdom's code dilemma.

It comes after a week of continuous meetings in the Hay head quarters during which a marked breach was recorded between the five member companies with the the—the biggest—and all the others over several articles now in the tentative formulas which are among all the others which would be passed on to the proposed administrative set-up.

Besides virtually ditching specifications of what comprise fair trade practices in the code, the majors, according to several company heads who sat in board sessions, all details of the new board movement, hold that those in the business with the most dollars invested, must, like in the oil industry, have the biggest final voice in administration. In other words the majors are set to demand at least seven to five, in voting strength, if there are 12 members with votes on any of the boards, or a similar advantage in polling if the board capacity is greater.

Two of the national boards have been expected since the inception of code formulation. They are the code authority, the enforcing body and zoning boards with an eye especially for clearance.

A 'Grievance' Board
During this past week, however, the third board, called 'Grievance' by Haystes, popped into the proposal form. This board, as Haystes see it, would eliminate the need for right to buy. It would also take care of such conditions as over-buying and a number of present clauses having to do with picture hoggers. To this board, in other words, could be thrown veritably all of the distributor-exhibitor headaches, and many of the producer pains. These, combined, compose the great hopeless deadlock the picture business conceals finding itself on its fourth visit to Washington.

Majors no longer attempt to conceal their expectancy of dominating the code by the dollar route. Some of them yesterday (Monday) claimed the government had made a mistake by calling the exhibitors; that picture is the first industry up for coding where the retailer and jobber have been expected to sit down with the producer and wholesaler.

Even with their new demand for front position on all matters major spokesmen hold no 'fast ones' can be put over, as has been the main fear of independents from the start, because each of the boards will have Government-named observers. Each, as well, will also be held accountable to the Government at its best, and records must always be available for official review. Details of the workability of the boards and their exact functions are to be taken up with Deputy Administrator Sol A. Rosenblatt this week. That is, if Rosenblatt will lend an

The strongest voting power, it is discussed in Haystan circles, should (Continued on page 58)

BUD POLLARD'S STUDIO IN N.J. FOR INDIE PROD.

Bud Pollard has taken over the Royal Studios in Grantwood, N.J., which he will open as a production plant for his own and other indie flimfers. Studio is equipped with RCA Western and Independent sound systems.

Pollard expects to get started on a series of features on his own to start things, first picture to be 'Dance Hall Dames,' featuring Betty Hamilton and Mary Penfold. To start first week in November.

REORG. PARTNERSHIP FOR SAENGER CIRCUIT

A reorganized partnership over the Saenger circuit the south with E. V. Richards is expected shortly. One of the important partnerships to be set up under the new scheme in the reorganization of Par theatres, S. A. Lynch and Y. Frank Freeman, Par really head, week went to New Orleans with Richards to go over all angles.

Originally, Paramount acquired the Saenger group of theatres outright, but a little over a year ago turned the houses back to Richards, with a partnership on the basis then in vogue under decentralization set up to cover it. As with E. J. Sparks in Florida, to whom theatres were also turned back, a reorganizational partnership is to be worked out.

Gaston Dureau, Saenger film buying head, was in New York with Richards on film deals.

RAIDING, HIGH SALARIES NOT TABOO

Meetings of majors in New York all during the past week, with the hope of revising the two headache clauses in the production sector, articles 9 and 10 (better known as agents and raiding, or the nub of the production formula) were officially reported Friday afternoon to have borne no fruit. There were many proposals and counter proposals, but few, if any, it was admitted, which have found themselves in the new versions which Deputy Administrator Sol A. Rosenblatt requested handed him before Wednesday so that he might give them his own slant in the Governmental writing.

Raiding, Salaries
Some of the best known strategists in the industry commented Friday, after the new series of Hays meetings, that some companies do not want any provision against raiding because they always want to be in the position of being able to grab off each other's stars and directors. As for controlling star salaries legal minds in major quarters agreed with earlier observations of company heads that such is not only legally but practically impossible.

The advance guard to Washington did not wait until this afternoon (Tuesday) as was planned a week ago when the Government sent the boys back home. There were some who stepped up the trip to Sunday and others early Monday morning. Feeling expressed was that it might not be a wise policy to wait until Wednesday, the day decreed by the Government for the return.

PENN CENSORS SOCK 'WILD BOYS OF ROAD'

Pittsburgh, Oct. 2.
'Wild Boys of the Road,' which was to have opened at Warners Friday (29), ran into Pennsylvania censor trouble and had to be yanked at the last minute in favor of Par's 'Golden Harvest.'

WD announcing 'Boys' as attraction for next week, but no indication that it will definitely play due to censors' attitude. Some generous flashing-anticipated-if-film-finally does get an okay.

Doran, Commuter

After a quick trip back to New York, D. A. Doran, Fox story ed, left Sunday (1) to return to California in connection with lining up stories for production this year.

Four stories remain to be set in completing the 1933-34 lineup.



GEORGIE PRICE
"Georgie Price has made the greatest personal success this week (Sept. 29) of any artist who has ever appeared at Radio City Music Hall."
"ROXY."

WHY ALL THE RUSH?

Harry M. Warner and Others Urge Not Too Rapid Speed

All kinds of philosophies about the code started to pop within even a few hours after the boys got back to the breathing spell from Washington, which ends this afternoon (Tues.) when the whole mob re-naturalizes to get the Government's verdict.

'Why all the rush?' queried Harry M. Warner upon coming out of one of those re-drafting sessions in the Hays office.

When asked if he did not think the winter will be over before a code gets into practice he commented, 'Well, aren't we entitled to some time. Why all the rush? They are digging up bones every once in a while that had life 20,000 years ago. We only have a few years above ground and I don't know whether they'll be able to find my bones 20,000 years from now, so why not take a little time to enjoy life?'

Even certain of the exhibitor leaders were inclined to agree, only from a different perspective. Their comment was along these lines: 'Yes, it's costing a lot of money but it will cost us a lot more if something gets into the code that we don't like.'

And the Government, itself, isn't inclined to rush matters. If the Deputy Administrator's attitude is the same tomorrow as it was a week ago, when he declared the recess, flimdom will have plenty more visitations to the capital. The deputy's reminder that he left forcing anything down anybody's throat has given many in the business hope that this week they will be able to pick apart the Government's version of the clauses the same as they did their own until the halt was called. In that respect they are partly right since Sol A. Rosenblatt is calling his own code tentative.

Metro After Krimsky

John Krimsky, producer of 'Emperor Jones' and 'Maedchen in Uniform,' has received a couple of offers from Hollywood. One is reported to have been made by Metro. Krimsky is wanted for directing assignments.

'Take a Chance,' Current Chi Legit, Would Enjoin Par's Filmization

Chicago, Oct. 2.
Olsen and Johnson through New York attorneys would enjoin Paramount as distributor of 'Take a Chance' film version. They want to hold up release of the picture until they have cleared out of Chicago with their legit production of the same musical.

Olsen and Johnson aver the picture was to be held on the shelf as long as the stage musical is in Chicago. Also reported that Olsen and Johnson have been offered \$25,000 to cancel that clause which the team has refused to do. They own the 'Chance' show's stage rights.

Behind all this is a contract Olsen and Johnson have with Swift, their air show sponsor, hence they must remain in Chicago for at least 13 weeks from Oct. 6, starting date of the radio program.

Producers' Proposal to Set Up a Fair Practice Bd. Seen as Slap at Academy

NAT'L SCREEN ABSORBS YATES CO.; 400G DEAL

National (Herman Robbins) has absorbed the Exhibitors Screen Service (Consolidated Lab.) ESS is immediately discontinuing its trailer biz. Herbert Yates, president of Consolidated Laboratories, was the controlling factor in Exhibitors Screen and this outfit is stated to have received upwards of \$400,000 for its business and accounts.

The deal was consummated Friday (29) after several months of negotiations between Herman Robbins and Herbert Yates representing ESS. Leaves National Screen tops in the trailer biz.

Exhibitors Screen (Yates) is understood to have agreed under the terms to stay out of the trailer business for five years. Exhibitors Screen was started around a year ago by Consolidated and until the company's takeover by National had upwards of ,000 theatre accounts.

21 OF PAR'S 65 COMPLETED OR CLOSE TO IT

In spite of the recent coast strike which held up all production. Paramount is running ahead of schedule, with 21 out of a total program of 65, or nearly one-third of the pictures released, completed or in work. The progress that has been made at the Par plant enabled Emanuel Cohen to come east at this time on a home office contacting visit.

So far since August nine pictures have been released; completed and waiting for release are six Pars while six are in various stages of production.

CHICAGO FILM ROW'S \$2,000 FOR RELIEF

Chicago, Oct. 2.
Local film row is now raising a \$2,000 fund for the relief of the film row unemployed. Through the exec committee of Henry Herbel of Universal, Aaron Saperstein of Allied and Jack Miller of the Exhibitors Association, all picture men, are being contacted for a \$10 contribution a piece. In the week since start, \$400 has been donated. Figured to care for about 40 unemployed with the total sum secured.

Last March, Unemployment Committee held a dance which brought \$1,800.

N. Y. to L. A.

Mariene Dietrich.
Emil Ludwi.
George Arliss.
Johnny Evans.
B. B. Kahane.
A. Doran.
Janet Gaynor.
Busby Berkeley.
Pete Dixon.
Aimee Henry.
Arthur Ungar.
George Lait.
L. A. to N. Y.
J. D. Newman.
Betty Roberts.
Marco.
Sol Lesser.
Donald Ogden Stewart.

The Academy of Motion Picture Arts and Sciences, originally reported to be a Hays creation (or at least Hays-sponsored), now can go to the wall so far reducer-spokesmen in New concerned. They report it has a deficit and say that if it promises to be a good boy it may yet be saved. In the meantime the producers are going ahead, conversationally at least, with a substitute for the Academy evidently in mind and a recreation of Hollywood's old arbitration system presided over by Attorney Edwin Loebe.

But the Academy not only will refuse to recognize this body, tentatively called Fair Practice Board, but its members according to visit- ing Academy spokesmen will assume that the establishment or suggestion of any such body is just a declaration of war between the producers and talent circles.

In official production circles it is desired that the F.P.B. be only one of many proposals which have come up in the series of Hays meetings during the past week. Academicians went further than that. They were willing to bet that the 'board' will never come out of committee.

Purpose of such a board would be to settle disputes between studios and between producers and talent. Virtually, it is understood, the board would be an enforcement arm for star raiding and all of the other old woes.

While the Academy and its parents are embattled Actors' Equity, now supported by the American Federation of Labor, is availing itself of all opportunities to further its position in entire show business. And for the first time, whether it be by way of reprisal or not, producer spokesmen are conceding that Hollywood has a greater actor strength in Hollywood than the Academy and that the Screen Writers Guild, as well, has a more representative membership than the Acad.

AL REOCH PRO TEM AT RKO, MILT MAIER DUE

Louis Cohen, who resigned as the RKO really head as of Sept. 1, but who has held over in an advisory capacity, leaves the circuit entirely at the end of this week.

Al Reoch, brought over to RKO from RCA as Cohen's successor, is in on a temporary basis, from accounts. It's understood he'll return to RCA shortly, with Milton Maier stepping into the real estate spot. Maier was recently transferred from the legal department to understudy Reoch on reality.

2 UA Premiers

World premiere of 'Bowery' at the Rivoli, on Broadway, tomorrow (4) will be followed by another UA world premiere scheduled for Boston on Oct. 6, 'Henry the Eighth,' at Keith's.

U. A. will send a couple exploiters to Boston from the New York office to handle the opening.

\$20,000 GUARANTEE

For the Hall's First U. A. Pic, 'Henry 8th'

The Music Hall is paying its highest guarantee against non-release to date for 'Henry VIII' (United Artists) for week of Oct. 12. Picture will be guaranteed a reported \$20,000. It's the Hall's first from U. A. 'Henry,' made in England by London Films, Ltd., was among a group of pictures which Walter Reade may have gotten for his Mayfair, New York, under deal to take six or eight from UA this season.

Showman as Mayor

Pottsville, Pa., Oct. 2.
Theatre men won't have any worries worth mentioning in this city in the four years starting next January. Claude A. Lord, who is interested in the theatre business, was nominated for mayor, getting both Democratic and Republican nominations. This is Lord's first dip i

THEATRES AS SCHOOLS

Zirn Wants Info on Why Hertz Quit Par, May Get It or May Not

Question of whether John Hertz stepped out of Paramount as chairman of the finance committee because he knew of impending bankruptcy, may be answered tomorrow (Wednesday) at a meeting before Referee Henry K. It may or may not be answered.

This will depend on whether the referee will permit questioning of present Par officials along these lines, and whether Par knows.

Samuel Zirn, attorney for a group of bondholders, is anxious to know. At a meeting of examination of Par officers last week, with Ralph Kohn on the stand, an adjournment to tomorrow (4) was taken when Zirn prepared to delve into this angle on Hertz's resignation from Par. Zirn may ask the presence of Hertz on the stand.

Up to now and for the record in the bankruptcy proceeding, Hertz has been stated as resigning because he and Adolph Zukor disagreed on policies, with Hertz wanting control of certain departments.

Hertz, according to the official record, had a three-year contract which dated from Jan. 1932, as chairman of the finance committee and in an advisory capacity, at a salary of \$2,750 weekly together with options to purchase Par stock. Options never exercised. Hertz during his term with Par of "little over one year, gave him the right to buy up to 22,140 shares at different prices and different periods. He could buy up to this amount at \$15 a share on June 30, 1932; at \$18 Dec. 31, 1932; at \$21 on June 30, 1933; at \$24 on Dec. 31, 1933; at \$28 on Jan. 30, 1934, and at \$32 on Dec. 31, 1934.

He left Par the first of this year, with equity receivership following on Jan. 26 and voluntary bankruptcy on March 14.

Not Full

Although his contract read \$2,750 a week, Hertz never drew his full salary of \$142,000 annually, for the entire year of 1932 getting a total of \$97,055. For the extra month, December, in 1932, he drew \$10,000.

When he suddenly resigned, despite that his contract still had two years to go and he disagreed with Zukor as claimed, there was no settlement other than payment to Hertz by Par of \$7,500 as rent on the apartment he had leased in New York and was liable for.

Hertz's resignation was in the form of a contract itself, agreeing to this as well as the payment by Par of any lawyer's fees as a result of a suit on the apartment lease.

Bonuses paid Par execs in 1929 and 1930, under attack by independent lawyers, are now being softened for the record by the explanation that this money was used to buy Par stocks with the checks made out to banks designated as trustees. With Zukor it was the Central Union Trust Co. In 1929 his bonus check went toward the purchase of Par stock at \$32 a share, the price at which it became available to all Par employees under the stock-purchase plan worked out at that time.

All bonuses, is also explained, were contingent on execs being with the company two years and performing their work meritoriously.

IATSE Ignores Prexy on Strike Suit Withdrawal

Hollywood, Oct. 2.

Local IATSE members are giving the Bronx cheer to William Elliott's demand on them that they withdraw their \$35,000-out suit against various producers charging conspiracy and other low tricks in connection with the IA strike.

International president ordered the locals to forget the litigation. Unions reported to have held executive committee meetings and decided to ignore their chief. Elliott is reported as saying the suit is a piece of publicity.

For \$50—Loew Okes

Arthur Loew intended to keep his marriage last Friday (29) a secret and did until after it happened. Then he wilted because the Len Cove county clerk told Loew he could make \$50 by phoning the tip to a New York daily. Loew let him use the house phone pronto on hearing that.

Idea in keeping the thing secret in the first place was to put one over on the columnists. They'd rumored him to be married with various people a dozen or more times, often stating the marriage as fact, so Loew thought it a good idea, on actually doing it, to fool the boys.

F-WC REORG. TO WASH UP WESCO

With claims of Chase Bank and Fox Films representing aggregately around \$40,000,000 in claims, directly or indirectly in Fox-West Coast, it's held sure that regardless of most things, Chase and Fox Films, by reason of these claims will play the top role in any reorganization plan of F-WC presently in bankruptcy leading to the wash-up of Wesco, parent holding company of Fox-West Coast. Wesco, directly, is the biggest creditor of F-WC with Chase inversely being a creditor of Wesco for around \$16,000,000 and Fox Films the same way for maybe \$6,000,000.

As against Fox-West Coast, Chase claims amount to around \$5,000,000 and Fox Film's claim may be around \$2,000,000. Wesco's claim of itself against F-WC is around \$12,000,000. Presently Charles Skouras is in the east to confab with his brother, Spyros, and other interested parties to the reorganization thing. For a while it looks like the reorganization would take place sooner than presently contemplated. However, last minute claims amounting to millions, which must be investigated before approved looks to have delayed matters.

Reorganization, however, should be completed within the next two months.

FOX HALTS 2-YR. LOSS UNDER ITS NEW SETUP

A steady two-year loss for Fox has been halted and Columbia's position improved, according to financial statements of Fox for the second quarter this year and Columbia for the full year ended July 1, and talking in one of the seasonally bad summer months, June.

For the three months' period April 1 to July 1, Fox shows a surplus of \$203,045. Report was the first since the Fox capital reorganization plan, which bank obligations and debentures totaling \$37,000,000 were retired. Figures, showing operating profit of \$74,716 on operations plus \$128,328 profit on foreign exchange, do not include results for quarter of theatre operations of the Wesco Corp. due to principal subsid of latter being in bankruptcy.

The Fox statement reveals the first profit in two years. It compares with net loss of \$2,642,000 for the same period in 1932. In the first quarter this year Fox's net loss was \$557,000.

Columbia's net for the fiscal year to July 1 was \$740,000 in round figures, or \$4.10 a share on the common stock, compared to \$3.10 for the same previous period.

MUST HELP RAISE MOB MENTALITY?

NRA May Work New Course for Filmdom Along Lines Adopted in Europe—Fixed Portion of Show Must Be Bona Fide Educational Under the Setup as Theoretically Outlined to Industry

STUDENTS FREE

With the U. S. Government interested itself in compulsory film education in theatres to the point of preparing to send a delegate to the international conference at Rome, industry advisors over the weekend see the time not far off when exhibitors may either have to include a program in percentage of certified educational matter, or else the donation of their theatres for use of schools during periods convenient to the American box office.

Abroad, Washington has been informed, this is the situation regarding compulsory education in the theatres.

In Italy every program must devote at least 10 minutes of its running time to authorized educational subjects.

Roumania requires every program to include 1,000 feet of out and out pedagogical matter.

In Germany exhibitors are allowed a tax deduction for all tutelage material.

And England is studying this phase of education well as France.

In fact, from the knowledge of picture experts, the entire European continent is moving toward theatre schools, at least in part, which (Continued on page 63)

Code-Fear Has '33-'34 Film Deals At a Standstill; Distribs Hope Govt. Will Halt All Faltering

Salesman Goes Nuts

Trailer salesman had just finished his sales talk convincing the exhibitor that trailers sell seats, when the exhibitor's wife strolled into his theatre office.

"This is the trailer salesman, darling. You know what trailer?"

"Oh," blurted mate, "gives the synopsis of the new picture so you know the story and won't have to come to see the show."

at virtual standstill and the immediate booking as the direct result of the w. state of the film code, the estimate

right now is from normal for this time of the aver year for major as well as independent companies.

Exhibitors admit would be foolish to sign existing contract forms until a number of things are settled by the Government. Chief among these is whether any code finally authorized by the Government. It'll be retroactive. This is a moot question right now which the NRA legal department so far, according to reports in Washington, has been able to determine.

As business is now ducted, according to company heads, bookings are already virtually out of the block; theatre owners more and more, as the code complications increase, becoming wary and cutting their signatures down to a literal program-to-program basis.

Overbuying, Other Fears

istributors cannot help but agree with the stand-off attitude of theatre owners. If the code is not made retroactive then the theatre owner who commits himself for 1933-'34 product now will be unable to avail himself of any of its possible benefits. For instance, if the code bars double features then the exhibitor signing now for a normal program will find himself overbought.

And, if that right to buy goes through, almost every exhibitor now knows what will happen. The entire sales policy will be scrambled and all runs will be eliminated. Chances are that on this particular clause exhibitors would have to take current contracts to court.

And if the 15% eliminations clause rides through or a dozen others the theatre owner feels a signature today would only leave him holding the bag in the event of a legally declared non-retroactive code.

As the result of this distribs are preparing themselves for a mad scramble for contracts when the code-fear fever blows over. And they hope that it won't be long now; that either something will be done within the next two weeks following more Washington sessions, or else—

EBERSON JOINS NAT'L THEATRE SUPPLY CO.

John Eberson has joined the National Theatre Supply. Eberson is among the foremost theatre architects in the theatre industry. He has designed and supervised the construction of some of the biggest houses here and abroad. In his new post Eberson starts a new department for the NTS people and one which he will personally supervise, that of theatre reconstruction. This service under Eberson is one which National Theatre Supply aims to furnish the theatre operators generally.

In affiliating with National Theatre Supply, Eberson will continue his independent architectural activities.

DOMESTIC NOTE

Hollywood, Oct. 2. Lupini and Hardy are reconciled.

PAR CALLS BACK 1ST WEST PIC FOR 'ANGEL'

Chicago, Oct. 2.

Paramount is withdrawing 'She Done Him Wrong' while the new Mae West picture, 'I'm No Angel' gets under way. Wants no competition here for the new West flick and figures that the first West picture can be brought back later for more coin.

Served notice on Aaron Jones who had had the picture on a run at the loop. Randolph to take 'She Done Him Wrong' off before 'Angel' starts at the Oriental. In this case, the theatres happen to be side by side and there was the angle of likely injury to the new West picture through mistaken identity by the public.

Think Lynch Little Minded to Stick

Not Organizational by Temperament—Personally Wealthy

It is doubted within and without that S. A. Lynch will remain with Paramount after the task of theatre reorganization headed by him as chairman is completed. One of the doubts is whether Lynch will want to remain, whether invited or not.

On the other hand, is known that he doesn't want theatres of his own again or partnership with Par over any particular group, though at first Public Enterprises trustees believed Lynch might be interested in that group or a portion of it since he was the founder. Paramount itself will take full control under plans.

Lynch is personally wealthy and of late years has wanted plenty of time to play. He has a home in Cannes, which among things he's pretty fond of, according to those who know.

An Individualist

Meanwhile Lynch is regarded as not an organization man. Lynch always has been a one-man organization, giving all the orders.

When he came in as chairman of the reorganization but yet merely one of many members of that board, acting strictly in an advisory capacity.

city to the trustees, with powers ending there, Lynch tossed the orders in all directions. At the outset he stepped on many toes, made many changes and caused considerable conflict, but all that has died down now.

Lynch is held up as the type of man who likes to come and do a job, but do it fast.

Lynch is a large creditor of Public Enterprises and first came into Par affairs as chairman of a creditors' committee of P.E., later being drafted for the reorganization committee, major task of which included P.E. theatres.

Kahane's Quickie West

Due to continued illness of Merian C. Cooper, who recently underwent an operation on the coast for a throat ailment and, it is said, will not be able to return to active duty for at least three weeks, B. B. Kahane is rushing back to Hollywood to take hold.

In the east on code conferences, Kahane left New York Friday (29) for Hollywood.

SHEEHAN DUE IN

Winnie Sheehan will be back in New York in about 10 days after a European business-vacation trip. He sails on the Rex from Europe Oct.

NEW FILM-ACTOR ORG.

P. E. Wins on Future Rents

Long-Term Theatre Leases Ruled Out by Referee H. K. Davis—\$600,000 Saving

Unestimated but large amounts are expected to be saved. Public Enterprises in its reorganizational move out of bankruptcy as the result of favorable court. In connection with first three landlord claims submitted. Landlords will not be in a position to load onto Public Enterprises' list of liabilities future rents. Leases, through each claim will have, through the courts individually.

First three claims submitted to the referee in bankruptcy having jurisdiction over PE totaled around \$600,000 and covered three theatres the middle west which were leased to PE by three corporations of the same control. PE objected to the rent claims and has been upheld by Davis in New York.

At a meeting some weeks ago lawyers for the Irving Trust Co., trustees over PE, filed objection to the three claims on the ground that future rents were not interpreted by the Irving Trust Co. as provable, citing two important Circuit Court of Appeals decisions, and on the ground, also, that the claim was technically invalidated because the guarantor of the leases had not been a party to reductions agreed upon between PE and the landlord corporations. Theatres are singletons in Kansas City, Kan.; Joplin and Springfield, Mo., at one time in Public-Dubinsky partnership, later dissolved.

The landlord corporations' filed briefs in rebuttal of PE's objections, and PE about a week ago entered its reply, citing the law. Referee Davis' decision disallowing the claims followed, wiping off the final PE settlement a matter of around \$600,000.

These three claims were the only ones which PE will attack in the grounds. On all others to which the trustee finds objection where future rents are claimed, it will look to the law alone, and the C. C. of A. decisions, as well as the precedent set by Referee Davis in disallowing the Kansas City-Joplin-Springfield claims.

Trustees of Public Enterprises have obtained approval for the formation of a corporation or corporations to purchase property and equipment of Tennessee Enterprises, a subsidiary, for \$40,000 and approval to acquire leases on theatres in Chattanooga and Nashville. Funds for the purpose are to be furnished out of assets of PE in the hands of Irving Trust Co.

Approval of the transaction by Referee Davis yesterday (Monday) was required since Tennessee Enterprises itself is in bankruptcy and deal had to be made by PE with the trustee over the Tennessee bankruptcy.

Court approval on transfers by trustees of rights and title to capital stock and claims against, Blank Theatres Corp., Southern Enterprises of Texas, Virginia-Tennessee Theatres, Public-Virginia, Inc. and Public Newport News, Inc. will be asked Thursday (5).

Another large landlord claim attempting to make future rent provable to come up for discussion on Thursday (5) before Referee Davis is the claim of the Georgia Realty Co. of Atlanta, for \$2,533,250 which the PE trustees seek to disapprove.

Joe Cook Goes Fox

Joe Cook has been signed by Fox on a long term, two pictures yearly.

Cook starts his assignment at the Fox studios in early spring after 'Hold Your Horses', Broadway musical in which he is starring, ends its run.

Leo O.O.'s Fox Policy

San Francisco, Oct. 2.

Joe Leo has been in from New York to peep at the new policy when went into the Fox this week (30).

House has ditched the double bills, using one picture, along with Ted FloRito's band from the Hotel St. Francis and the eight hooding Bal Tabarin cafe girls directed by Maxine Watt.

Band and girls work in the rising pit, but steer clear of the stage, saving house lot of stagehand money. Gals jig on a special platform built on top of the organ.

First pic is 'Sweetheart of Sigma Chi' (Mono), which FloRito also worked.

Price also upped from 15 and 25 to two bits and 35 cents.

Radio Program Part of Stage Show in N.Y.

Commercial broadcasting and stage show entertainment was synchronized last night (Mon) on the stage of the old Roxy. Old Cathedral under supervision of Fanchon & Marco presented a regular broadcast in addition to its stage show, as current. This broadcast will be repeated at 8:15 to 8:30 on Wednesdays and Fridays indefinitely. It's the first of a series of combination broadcasting and stage shows to be offered through F. & M. at the Seventh Ave. house.

Old Roxy hook up is with Station WOR, strongest of the local indie radio outlets. The broadcast program is one sponsored by the Purdy Bakers Corp., bakers of Taystee bread. The air program is known as the 'Taystee Loaf-ers' with Billy Jones and Ernie Hare as the performers.

'Taystee' program is one of several to be radioed at the theatre. The deal for the old Roxy while under the supervision of F. & M., which handles all stage show stuff for the Seventh Avenue houses, was made through Howard Culman.

Program involved is one created by Hanft Metzger, Inc., advertising agency, also affiliated with Fox Films.

READE MAY GET SOME OF UA OVERBOARD PIX

Some of the United Artists product would go to the Mayfair, N. Y., under negotiations between UA and Walter Reade, operator of the house as a result of increased production this season. Through Twentieth Century and outside pictures, it gives UA around 35 pictures on the year. The Rivoli, UA's own Broadway first run, will not be able to absorb all.

It is beginning to pile up now, a condition which accounted for the Riv taking 'Masquerader' out when it was stilling good business, so 'Emperor Jones', current, could be brought in.

Leonard Sticks to Frisco

San Francisco, Oct. 2.

Charles A. Leonard has bowed out of a deal with Lou Angel, p.a. the Los Angeles United Artists as well as the local house, and has returned to Frisco.

He'll confine himself to the local UA only.

GROUP RESIGNS FROM ACADEMY

Wants Its Own Body—Charge Producer-Ruled Academy of Motion Picture Arts and Sciences Is Not Representative of the Acting Profession—Rebel at Articles 9-10 of Proposed Producers' Code—Rosenblatt Advised by Telegram

ACAD 4 YRS. OLD

Hollywood, Oct.

Dissatisfied with the fashion in which their interests have been represented at the NRA code hearings and believing that in the course of its hectic four-year life the Academy has become a producer-ruled body, misrepresenting the acting profession, 23 picture stars met last night (Sunday) at the home of Frank Morgan and resigned by wire from the Academy to form a new actors' organization for the protection of all Hollywood players. A wire was sent to Deputy Administrator Sol A. Rosenblatt informing him of the action taken and protesting against articles 9 and 10 of the proposed producers' code.

The following telegram was sent to the Academy, 'the undersigned hereby resign from the Academy of Motion Picture Arts and Sciences in all capacities, this resignation to take effect at once. We have no feeling of resentment in resigning but feel that an organization for actors only can produce better results for the members of our profession.'

(Signed) Adolphe Menjou, Fredric March, Robert Montgomery, Chester Morris, George Bancroft, James Cagney, George Raft, Gary Cooper, Ralph Bellamy, Boris Karloff, Warren William, Frank Morgan, Kenneth Thompson.

The wire to Rosenblatt: 'The undersigned meeting together tonight express their unqualified opposition to articles 9 and 10 of the producers' code and any form of salary control board as being in direct violation of the principles of the NRA. All of the undersigned who are members of the Academy of Motion Picture Arts and Sciences have this night resigned and are forming an actors' organization open to all motion picture actors.'

(Signed) Ann Harding, Kenneth Thompson, Paul Muni, Otto Kruger, Chester Morris, George Bancroft, James Cagney, Boris Karloff, Warren William, Robert Montgomery, Eddie Cantor, Frank Morgan, Adolphe Menjou, Charles Butterworth, Four Mrs. Brothers, Ralph Morgan, Lee Tracy, Ralph Bellamy, Gary Cooper, George Raft, Spencer Tracey, Miriam Hopkins.

In addition to those who signed wires many others are expected to resign from Academy today. Losing no time in efforts to perfect a new organization, a committee was formed to draft a constitution immediately.

Glett Traveling

Charles L. Glett, v.p. in charge of sales for Freuler Film Associates, leaves this week on a tour of Monarch's exchanges, visiting St. Louis, Oklahoma City, Dallas, Kansas City, Denver, Omaha, Chicago, Detroit, Cleveland, Milwaukee and Toronto.

He will be gone from two to three weeks.

Roach Sets Nena Quartet

Hollywood, Oct.

Nena Quartet, recently contracted by Hal Roach for five years, is set for the lead in 'Busted Betrotal', two-reeler.

Wakefield and Nelson featured with Alf Goulding directing.

Skouras and F&M Breach to a Head; F-WC Deal's Discontent; Arthur's RKO Coast Position

Dangerous

Improved boxoffice conditions are seemingly putting some of the picture companies in a repudiation frame of mind. A couple of firms are revealing an inclination to renege on theatre deals, this leaning apparently having come along with the receivership era and legal at that time.

But there is a hint that the tendency may carry over to deals made after receiverships, and observers point out the danger to the industry as a whole if the repudiation idea gains headway.

Skouras Brothers and Fanchon & Marco has widened. Likely that the two may break away from each other altogether.

Marco is presently in New York. The Skouras' recent activity on the F&M deal to go into the United Artists in Frisco is one grave danger. In the matter of the takeover of the Hillstreet, Los Angeles, the Golden Gate, Frisco, the Skouras influence was admitted by RKO to have prevented F&M from getting these houses.

Presently Harry Arthur is negotiating a new deal whereby he may become the operating partner of RKO in several of the RKO spots in the west. Through this deal F&M would pool whatever interests it has independently in the middle west and the Coast in the way of theatre interests with RKO on behalf of Harry Arthur.

The Skouras interest has also reached into this phase.

Harry Arthur's Angle

It seems that the reason RKO is talking a deal with Harry Arthur is because it wants manpower as an operating partner with financial responsibility for its houses in the west which it can't operate itself from New York.

Looks like a showdown must come between F&M and Skouras.

Another angle is that with Charles Skouras having assumed the post as trustee of F-WC, this might preclude him and his brothers from making any deal privately or otherwise to operate the circuit. Fox lawyers conversant with F-WC matters are playing with this as the bankruptcy laws are such, according to accounts, that trustees may be eliminated from any favoritism in reorganization deals.

Might be that Charles Skouras would have to resign first from F-WC before he can again operate the circuit for himself or for Fox. However, there's an angle of protection for Skouras in that they hold a contract with Fox which says that as far as Fox goes Skouras will operate F-WC. Depends much on what Fox Film's interest in F-WC amounts to after reorganization.

So far as the RKO deal with Harry Arthur goes, operating minds in RKO figure it most advantageous to RKO, because it will assure the RKO people of approved manpower in operation besides financial responsibility and maybe build up a strong RKO position on the Coast which it never actually had.

Old Biograph Studio Being Refurbished

Apparently convinced that producers will seek eastern studio space this fall, interests behind the old Biograph studios are readying the plant for immediate production facilities. Behind the thing so far as observed seems to be the Empire Trust, which owns or controls the plant, and Consolidated Laboratories, which may have charge of the operation of same after the plant is reconditioned.

For this purpose a new company known as Studiograph is stated to have been organized. It is expected that the plant fully reconditioned will be available for production around the middle of November or sooner.

Goldwyn's 'Oz'

Sam Goldwyn will 'The Wizard of Oz' this season.

He has purchased the rights from Frank Baum, son of the author.

Arthur Hopkins Brings His 1st Indie In at 90G

Arthur Hopkins' 'Great', based on the Arnold Bennett play, has been completed at the Par Astoria, studio at a cost of \$90,000. It's \$10,000 under the budget. Paramount release.

Eddie Dowling and Erpl, who financed production of the Hopkins picture, are talking to several other play producers with a view to film production by them of plays which they own, buying the rights before Broadway debut.

TEC-ART RCVRSHIP SALE YIELDS OVER \$25,000

Hollywood, Oct. 2.

Three days' receivership sale of Tec-Art studios reaped \$25,000. Sale continues for one day and an additional \$2,000 is expected.

This is about \$10,000 above estimate made by creditors.

Pine, Bush Back Is End Of Par East-West Swaps

Rodney Bush returned to the Par home office Friday (29) after filling Bill Pine's duties at the studio for six weeks, and Pine sailed Saturday (30) on the S. S. Pennsylvania by way of the Canal on the return trip. This was the first and possibly the last of the h.o. and studio interchanges mapped at convention time for advertising and publicity men.

Al. Wilkie sailed with Pine, but only on a vacation, and after a day or so in Hollywood will fly back to New York. He was to have swapped places with Tom Bailey, latter coming on to New York, but that's out just now.

Only exception to further interchange of ad-pub talent may be in sending Alleen St. John Brenon, fan contact, west, and bringing Julie Lang in from the studio.

Hoss Opera Narratage

Hollywood, Oct. 2.

Fox's newly coined narratage will be given another whirl, this time in a western.

Method used in 'Powe' and the 'Glory' is to be duplicated in 'Smoky', horse yarn. Will James, the author of the broncho book, will describe what's happening from a corral rail.

Good Flicks Getting Biz in L.A.

Digger's \$28,000 in 2 Houses, Bull'

Bully \$16,000, 'Harmony' \$20,000

Los Angeles, Oct. 2.—Earthquake Sunday nite (1), making it necessary under State law to close schools, helped maintain grosses to extent four houses will probably hold over pictures for a second week.

RKO and two Warner houses certain of holdovers with Far seriously considering same.

Series of good pix is upping the take downtown. In Hollywood, Grauman's Chinese and Hollywood are keeping even pace.

Paramount with 'Too Much Harmony' and P. & M. stage show will hold to about \$20,000. The Chinese, 'Dinner at Eight' in its fourth week, will be over the \$16,000 mark. Warner houses both have 'Gold Diggers' for first pop showing since the Chinese top run and will do good biz. Early indications were that downtown house might jump to \$16,000, which is exceptional. Hollywood spot should garner an easy \$11,000.

RKO has 'The Love of Mary' and take there will be great at \$7,000. Loew's State with Will Rogers in 'Dr. Bull' and stage show headed by Ed Lowry looks to hit \$16,000.

Estimates for this week:

Chinese (Grauman) (2,028; 55-1,665)—'Dinner at Eight' (MG) and stage show (5th week). Trade still good, around \$16,450 this week. Last week, fourth stanza, registered \$18,600.

Criterion (Tally) (1,600; 25-40)—'The Masquerader' (UA) and stage show (6th week). Will hit around \$9,000. It got nearly \$4,300 for the first week.

Downtown (WB) (1,800; 25-70)—'Gold Diggers' (WB) and vaude. Heading for a possible \$16,000. Last week, 'I Loved a Woman' (WB), in second stanza, garnered \$5,800, not so hot.

Hollywood (WB) (2,756; 25-65)—'Gold Diggers' (WB) and stage presentation. Is crucial the nut for close to \$12,000. Last week 'I Loved a Woman' (WB), second week, hit around \$9,000, weak.

Los Angeles (Wm. Fox) (2,800; 15-25)—'Carnegie Lady' (Goldsmith), and 'South of Panama' (Allied). Shekeled around \$3,800. Last week 'Wives Beware' (Regent), and 'Platinum Blonde' (Columbia) caught \$3,800.

Orpheum (Broadway) (2,270; 25-35)—'India Speaks' (RKO), and 'Ladies Must Love' (U) and 'Vaude'. Will end around \$4,500. Last week 'Shanghai Madness' (Fox) and 'Don't Bet on Love' (U) got close to that figure.

Paramount (Partmar) (3,595; 25-55)—'Too Much Harmony' (Par.) and stage show. Off to a good start and should gather big \$20,000. Last week 'Golden Harvest' (Par.) reaped a little better than that.

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Ringling Show a Denter To Birmingham Cinemas

Birmingham, Oct. 2.—Circus day in the 'Ham Tuesday' (3) with the Ringling big show here, which means that some of the tough set, aside for amusements will go to the canvas box office.

'Too Much Harmony' and 'Mary Stevens, M.D.' will do the business this week if anyone does.

Estimates for this week:

labre (Wilby) (1,800; 20-35-40)—'Too Much Harmony' (Par.) Set for a nice \$7,500. Last week 'Dr. Bull' (Fox) failed to hold up throughout week but \$5,500 was all that.

Ritz (Wilby) (1,600; 25)—'One Sunday Afternoon' (Par.) What-ever Gary Cooper means, \$1,800. Last week 'Baby Face' (WB), \$1,500.

Empire (B.T.C.) (1,100; 25)—'Mary Stevens, M.D.' (WB). In the nabes of \$1,700, fair. Last week 'Heroes for Sale' (Par.) \$1,500.

Strand (Wilby) (800; 25)—'Big Executive' (RKO). A song and dance to the poorhouse, \$1,000. Last week 'Sweepin' (RKO), \$1,700, better.

Jefferson (Indie) (2,000; 15-25)—'Night Boat' and stage show. Change of policy from dramatic tab to comedy. Last week \$1,000. Last week 'Sucker Money' and stage show about same.

Providence, Oct. 2.—The stage is overshadowing the picture houses once more. In the variety stage as it is legit. Looks as though Providence is going strong for legits this season, and some of the picture stanzas are going to be the goats.

On the main stem the stock company at the Modern is presenting 'Dinner at Eight' at the top, and big advance sale is reported. The Carlton, Ed Fays' legit stand, is open again and 'Music in the Air' is playing a three-day engagement. Interest is also good in this production. Friday Nancy Carroll comes town with new show, 'The Desirable Lady' for a two-day stay at the Carlton.

While the variety bills this week are not as forte as those of the past, the picture houses have a slight edge over the straight picture houses, although there are some excellent picture stanzas in town.

The pace at Loew's this week is like a snail's 100-yard dash combined with the terrific big picture stanzas with the Mills Brothers and Don Redman's band last week.

Fay's, the vaude house in town, has Bernice Clair headlining with 'Shanghai Madness' on the screen. This is a better set-up than Loew's even though the latter stand is showing 'Stage Mother' with Alice Brady.

Loew's can't possibly gross much more than \$8,500 judging from the present pace. This is less than half of what it grossed last week. Fay's will do around \$6,500, representing little change from last week.

Another item against the theatres this week is the monster NRA parade and celebration in Providence. More than 80,000 persons are expected to parade in a demonstration scheduled to last more than seven hours. Traffic in the theatre section will be practically paralyzed, and exhibitors, while outwardly participating in the movement, are worried over the results to the box office.

'Too Much Harmony' at the Paramount and 'I Loved a Woman' are the outstanding pictures in town this week. The Paramount opening was big and continued over the week-end. Because of this the NRA parade is not likely to make much difference when the final tally is made.

But the Majestic's opening, while fairly brisk, was not anywhere near that of what is considering the type of entertainment it is showing. With the parade as one big factor against it, and other items of opposition big probably will not do under policy here.

Lafayette (Ind.) (3,400; 25)—'Brat' (RKO). Weak, likely to be a flop. Last week 'Brief Moment' (Col.) a poor ditto.

Century (Shea) (3,400; 25)—'No Marriage Ties' (RKO). Going flop with a vengeance, maybe \$4,000. Last week 'Brief Moment' (Col.) (MG) managed to get \$5,700, which will do under policy here.

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40c Vaudfilm Policy Big in Minn.; 'Voltaire' 5G's Ups Arliss Average

L'VILLE LULU

Bi Bullish—'Harmony' a Zowie \$5,000—Alamo, \$2,000

Louisville, Oct. 2.—Stock season opens at Drury Lane with 'Candle Light' as first of indefinite number of productions. A. B. McCoy, former manager of Alamo, Mary Anderson, Rialto and Ed M. Sible, in charge of Drury Lane house.

Carrie Fennell, old-time burlesque, makes appearance at Gayety in 'Ro-Stock' and 'Lullaby'.

Rumors National reopening with Marcus shows. Glen Lee opens ballroom at Brown hotel.

Estimates for this week:

Loew's (3,400; 25-40)—'Stage Mother' (MG). No dice, \$2,900, bad. Last week 'Beauty For Sale' (MG) fair for \$3,500.

Mary Anderson (Switlow) (1,100; 25-40)—'Bureau of Missing Persons' (FN). Good for almost \$3,000. Last week 'Goodbye Again' (WB), a neat \$3,200.

Rialto (Fourth Ave.) (3,000; 25-40)—'Weakness' (Fox). Fair for \$3,200. Last week 'I Loved a Woman' (WB), \$3,900, oke.

Brown (Schwartz-Pierson) (1,500; 25-40)—'Weakness' (Fox). Fair for \$3,200. Last week 'Her Bodyguard' (RKO) dopped at \$1,600.

Strand (Fourth Ave.) (1,786; 25-40)—'Too Much Harmony' (Par.). Almost \$5,000. Last week 'Power and Glory' (Fox) only \$3,000.

Alamo (Schwartz-Pierson) (950; 15-20-25)—'Laughing at Life' (MGM). Pretty good, \$2,000. Last week 'Sing, Sinner, Sing' and 'World Gone Mad' (Mail), \$1,500.

Paramount (2,200; 15-40)—'Too Much Harmony' (Par.) and 'The Last Man' (Par). Crowds going for it. It is a better shape this week than the others, and even though there's some doubt about what effect the parade and stage show will have on the picture, it looks as though the box office has enough coin in now to assure this spot of keeping somewhere in the neighborhood of \$8,000. Last week 'Torch Singer' (Par.) and 'Avenue' (Mono) was one of the bright things in town at \$5,500, great.

RKO Albee (2,500; 15-40)—'Ladies Must Love' (U) and 'Vaude' (RKO). Poor bill and looks as though house will be the most dismal spot in town; bill runs for six days only, as the picture is weak. It looks as though the box office has enough coin in now to assure this spot of keeping somewhere in the neighborhood of \$8,000. Last week 'Torch Singer' (Par.) and 'Avenue' (Mono) was one of the bright things in town at \$5,500, great.

RKO Victory (1,600; 10-25)—'The Hunch' (Col.) and 'Eleventh Commandment' (RKO) and 'Tiger' (RKO). Poor bill and looks as though house will be the most dismal spot in town; bill runs for six days only, as the picture is weak. It looks as though the box office has enough coin in now to assure this spot of keeping somewhere in the neighborhood of \$8,000. Last week 'Torch Singer' (Par.) and 'Avenue' (Mono) was one of the bright things in town at \$5,500, great.

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Whiteman's Orc, Crawfords, Help Up Hub Shops

Boston, Oct. 2.—Public is theatre-minded again and at least five houses are away ahead of averages of recent years.

Outstanding event is at Keith's, where innovation organ recital of Jesse Crawford and wife is smash success. The picture is good, and the act is a half hour—word here is that this is first time a house of this class has put on a long a complete show. In addition to Irene Dunne appeal on screen, spot has a third popular number in starting the Ely Culbertson shorts, neatly ballyhoosed, with bright and snappy patter, and an expert showing 'em how in the grand lounge.

Majestic (Indie) (1,600; 25-11-10)—'Damaged Lives' with record of his continuing. Success of this health film has been amazing.

Met shot higher with 'Too Much Harmony' than box office has totaled in any week in recent years.

Estimates for this week:

Keith's (RKO) (4,000; 25-35-60)—'Ann Vickers' (RKO) and the Jesse Crawford's reviving the organ. Crawfords getting reception and audience seemingly pleased with console resurrection. Best bit spot has had in quite a while, beating even vaude grosses. Looks as if Charlie Koerner had hit upon the golden idea in substituting the Crawfords for variety, transfer of which to the Boston had sent the Keith figures tumbling. Keith's headed for \$20,000, and prospects of \$18,000. Last week 'Emperor Jones' (UA) did superbly, lifting house to \$15,000 for the week.

Majestic (Indie) (1,600; 25-11-10)—'Damaged Lives' (Weldon). Surprisingly pack 'em in. First week, \$18,000; second, \$15,500. Now starting the week, headed for \$15,000; film forced to leave by previous booking in of 'Dinner at Eight' for Oct. 9.

Boston (RKO) (4,000; 30-40-60)—'Don't Bet on Love' (U) and Paul Whiteman band and revue. Rossy hues continue, looks like \$19,000, easy. Last week 'Midshipman Jack' (RKO) and Jack Benny show, well at \$18,500.

Orpheum (Loew) (3,000; 30-40-50)—'Beauty for Sale' (MG) and vaude. Keeping up a grand pace started last week. Prospects of \$16,000, or shade better, creamy. Last week vaude and a surprisingly good audience picture, 'Penthouse' (MG), good, and a building biz, \$17,500 was rich, savvy.

State (Loew) (3,000; 30-40-50)—'Stage Mother' (MG). Pleasing but not likely to do better than \$9,000, fair. Last week 'Brief Moment' (Col.) and the story and author is a Bostonese.

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Minneapolis, Oct. 2.

Butressed by stronger attractions, loop houses are experiencing a decided pickup in trade again this week. The lesser stands; in particular, back into the picture area, running. Only the State, Public house and usual loop gross leader, is in the doldrums, 'The Torch Singer' failing to show the expected 'off' stage.

In a way it's the glamorous, husky voiced singers' own week because the other leading loop theatre, the Orpheum, also has a screen offering, 'Brief Moment,' which the leading character torch singer. But the Singer house appears to have a big stage show, 'Shuffle Along,' to back up its picture and it's offering the whole entertainment shbang, a considerable portion, for the unprecedented bargain price of 40c, the same scale that obtains at this house and at the State for film fare alone.

'Voltaire' (M&P) (1,430; 30-40-50-65)—'Golden Harvest' (Par.) and stage show. Good, \$2,500. Last week 'I Loved a Woman' (WB), \$3,900, oke.

Orpheum (Loew) (3,000; 30-40-50)—'Beauty for Sale' (MG) and vaude. Keeping up a grand pace started last week. Prospects of \$16,000, or shade better, creamy. Last week vaude and a surprisingly good audience picture, 'Penthouse' (MG), good, and a building biz, \$17,500 was rich, savvy.

State (Loew) (3,000; 30-40-50)—'Stage Mother

Loop Grosses Slip Despite Legion Meet; Arliss \$8,500; 'Penthouse' Tops Town, \$52,000

Openings all along the rialto were slow on Friday with plenty of reasons given, particularly the Jewish holidays. Of more importance was the generally weak line-up throughout the loop. Only one or two attractions are exhibiting sufficient strength to break through. Much hope hanging on the American Legion convention but from the start may be disappointing. Looks like the Fair is going to get most of these visitors in their three-day stay. However, out of the 600,000 expected visitors a portion should trickle into the theatres.

T. & K. still running around pulling flippers, switching openings and changing mind. Some weeks ago decided to place the McKivvers back in the running as a long-run stop have placed again in the subsequent run category by repeating on the Palace with 'Lady for a Day' which has been a big money house. 'Too Much Harmony' was billed and exploited successfully for the Roosevelt, the Oriental, with opening night at the spots. And now yanked entirely for a wait of about three weeks to open at the ace Chicago.

'Tm No Angel' gets a world premiere tomorrow (3) night at the Oriental to take the place of the weekling, 'Power and Glory'.

Best strength of the loop demonstrated by 'Penthouse', which is carrying the Chicago to \$52,000 on its own shoulders. No power on the stage. Hearst tie-up has given the flicker a head start. 'Turn Back the Clock' is not big at the Roosevelt and much effort is being made to get the show to garner some extra shekels by bringing back the 'Three Little Pigs' cartoon, which appears helping to build heavily on the strength of the 'Whose 'Afrail of the Big Bad Wolf' song. It may turn out that a six-minute cartoon will make a big office. 'Voltaire' started a nicely. The United Artists but is beginning to waver. Those hot ads got them the day but word-of-mouth is chilling already.

Estimates for This Week
Chicago (B&K) (\$3,940; 35-55-75) 'Penthouse' (MG) and stage show. Sally Rand in last week and because of 'Tm No Angel' dropped in the campaign cannot be advertised. So after eight weeks of headlining Sally suddenly becomes nothing more in the 'Tribune' and with a surprise sensation added to the show. However, is wide and handsome, with enough traffic to advertise; all other papers taking copy without censorship. Billed heavily on all around, that Hearst pre-plugging counting much. Looking for \$52,000 off but a profit for the house by a wide margin on the lowered overhead. Last week 'Lady for a Day' (WB) and Duke Ellington band held up to fine \$58,100.

McKivvers (B&K) (2,284; 25-35) 'Lady for a Day' (Co) and stage show. Smacked heartily at the Palace last week and will keep this house going on the repeat without trouble. Headed for \$10,000. Last week 'Bureau of Missing Persons' (WB) and Ross-Cannoni fight held up to \$17,500.

Oriental (B&K) (3,200; 30-40-50) 'Power and Glory' (Co) and stage show. Couldn't get started and goes out on Tuesday (3) to be replaced by 'Tm No Angel' (Par). 'Glory' will hardly manage more than \$8,500 for the first and only week.

Palace (RKO) (2,583; 40-55-83) 'One Man's Journey' (RKO) and vaude. Lou Holtz on repeat week. Register goes down five or six grand from previous week's fifty to grab at the \$23,000 rung. Last week 'Lady for a Day' (Co) and stage show and smash business to touch \$27,000. Roosevelt (B&K) (1,500; 25-35) 'Turn Back the Clock' (MG) and heavy billing for 'Three Little Pigs' cartoon. Doing nicely and should hit \$11,000 or so. Last week 'Shanghai Madness' (Fox) got along okay, \$10,100.

State-Lake (Jones) (2,700; 20-40) 'Big Brain' (RKO) and vaude. Another one from RKO's last season release schedule and a weak one. Slung up to the vaude bargain to bring them in and does not do consistent trade at \$15,000 for the current session. Last week, 'Tomorrow at Seven' (RKO) held up to \$17,000.

2 of Lincoln's 5 Key Houses with Stage Shows

Lincoln, Oct. 2.
It's getting tougher and tougher here for a picture to make money, with this opposition booking of vaude shows. Both the Lincoln and the Orpheum came in for pretty nice play over the last stretch, but the rest of the layout, with exception, of course, of 'Lady for a Day' did a pretty good job of starving.

'Lady', by the way, scared the State force to death, by one of the slimmest openings ever accorded a picture for a long time. Reviews were good and the chatter about town was also, but that first day was n.g. The second day was a different story, though, and catching the impetus of its value, began to build. Thursday, the weakest and dreariest of all the week days in show biz here, was bigger than any two previous days, and the management decided to hold the show and the outlook is good.

The Stuart, which stood all through the week, also did a little better, with a top heavy gate of \$5,800, finally topped the tariff to the non-taxable top of 40c. So far the attendance has been about \$7,000, but with 'Tm No Angel' coming, it has prospects of building.

The Orph is trying something that has been successful elsewhere, and has accomplished here and that's a sort of stock-presentation system. Same band, same chorus girls, same principals, etc., in what's supposed to be an entire new show. Frank Tracy, of Tracy-Brown's opp, is building the show and featuring the band for the second week.

Estimates for This Week
Liberty (Inde-TC) (1,400; 10-10-10) 'Guilty or Not Guilty' (MW), and 'Gold' (Allied) split with serials to match. Will hold about steady at \$900. Last week 'Hell's House' (Mono), and 'Trailing North' (Mono), split and serials, did nicely with \$950.

Lincoln (LTC) (1,600; 10-25-40) 'Baby Face' (WB), and Ted Leary's 'Big Moments of 1933' on the stage. Should make this house into the money with a nice \$3,000. Last week 'Turn Back the Clock' (MG) with Alice Joy headlining a four-act bill had a fair run to \$2,800.

Orpheum (Indie-TC) (1,000; 10-15-25) 'Woman I Stole' (Col), and Tracy Brown's ork held over on the stage. Building up a new show ahead of it with some standard acts. It may break precedent and click. However, it's been long since a holdover stage show was ever attempted. Gross might hit nice \$2,500. Last week 'Gone With the Wind' (Maj) and the Tracy Brown unit with a bang, \$2,800.

State (Indie-TC) (600; 10-15-25) 'Lady for a Day' (Co), holding from all around and with word of mouth of campetish around town, will be held over. Probably to take a good \$17,000. Last week 'Lady for a Day' (Co) wowed after a stumbling start, \$1,800.

Stuart (LTC) (1,900; 10-25-40) 'Too Much Harmony' (Par). Should touch a nice \$2,800. Scale cut from \$3,000 to \$2,500. Last week 'Torch Singer' (Par) didn't fire up any big, slim \$2,100.

OLSEN \$21,000, VALLEE \$25,000, LEAD B'KLYN

Brooklyn, Oct. 2.
Looks li the orchestra leaders have taken over the downtown deluxers. George Olsen's orch and his boys at the Loew's Metropolitan. Business fair at both houses.

Estimates for This Week
Paramount (4,000; 25-35-55-65) 'Big Executive' (Par) and stage show. George Olsen's orch and Rick Shutta. An okay \$21,000. Last week 'Too Much Harmony' (Par) did \$30,300, good.

KEATON WITH 'JOURNEY' STRONG \$16,000, ST. L.

St. Louis, Oct. 2.
Although holding on fairly well to the gains made during the last few weeks, films are making no additional advance. The reason is that it is probably because there is nothing outstanding on the bills. The programs being, for the most part, only so-so, business is likewise.

The only picture that is attracting more than average attention is 'Too Much Harmony' at the Ambassador. That house stands to enjoy a good week, but by no means a hot one. Last week 'Charlie, Missouri and St. Louis all will be in a little money, apparently, and even the Grand Central may get by with second week of 'Torch Song'.

Estimates for This Week
Ambassador (Skouras) (3,000; 25-35-55) 'Too Much Harmony' (Par) and stage show. A rousing \$22,000, big. Last week 'Goodbye Again' (WB), \$21,000; plenty of velvet also.

Fox (Fox) (6,000; 25-35-50) 'My Weakness' (MG) and stage show. Held for \$11,000. Last week 'Charlie Grand' (Fox), better at \$13,000.

Chan Central (Skouras) (2,000; 25-35-50) 'Torch Singer' (Par). Moved from Missouri, \$3,000 in prospect. Last week 'Torch Singer' (Par), \$4,000.

Loew's State (Loew) (3,000; 25-35-55) 'The Nuisance' (MG). Good for \$11,000. Last week 'Beauty for Sale' (MG), ditto.

Missouri (Skouras) (3,500; 25-35-50) 'Ladies Must Love' (U) and 'Golden Harvest' (Par). Good pace, \$7,000. Last week 'Torch Singer' (Par) a big \$9,000.

St. Louis (Ind) (5,000; 25-35-55) 'One Man's Journey' (RKO) and Buster Keaton on stage. Strong biz, \$16,000. Last week 'Big Executive' (Par) and stage show, \$14,000.

Only houses reporting holdouts current week are those with stage shows. Orpheum with biggest house in town having holdouts several times a week will return to the Denham reports; at least one holdout every day since inaugurating stage shows. Labor had holdouts Saturday night and Orpheum Saturday and Sunday nights.

Whether the settlement of the labor trouble is helping the Orpheum or not cannot be determined but Orpheum seems headed for the best week in months.

Denver and Colorado theatregoers are going strong for Orpheum stage shows and garages and merchants report more customers from out state since their reinstatement in union and has most of old orchestra back at Orpheum and they get tremendous ovation at end of 20-minute overture.

Estimates for This Week
Aladdin and Paramount business off.
Aladdin (Huffman) (1,500; 25-40) 'Headline Shooter' (MG). Viola K. Lee at the organ. Average at \$3,000. Last week 'Bitter Sweet' (UJA) turned in ditto.

6 H.O.'s on B'way, but Flock of New 'Uns Due; Vickers' Big \$88,000; Cap's 40G Offsets Aimee's 17G Brodie

Ideal box office weather, benefits accruing from the end of daylight saving and good business Saturday despite the Yom Kippur holiday combine to keep Broadway theatre managers in good humor this week. While it was feared in some quarters that the holiday Saturday (30) would injure business, with trade during the day fair and at night big, these fears were erroneous.

It will be easy to top last week's generally good grosses, at least one spot, the Capitol where Aimee Semple MacPherson ducked the house to \$17,000, a new low.

In most of the other theatres this week's trade will be good but not equal to that of last week, partly for the reason that in several houses pictures are holding over. Music Hall will top last week by a few thousand, the way it looks.

Cap will make up for its black eye with Sister Aimee by improving to the extent of an approximate \$40,000, says the Broadway Week.

This is not stout business but good enough to avert complaints. With 'Ann Vickers' the Music Hall leads the street for a chance to reach \$30,000; no cause for complaints either.

The holdovers include 'Too Much Harmony' at the Par, 'I Loved a Woman' at the Strand, 'Thunder Over Mexico' at the Rialto, 'Wild Boys of the Road' at the Hollywood, 'Emperor Jones' at Rivoli, and 'Devil's Mate', which ended a 10-day run at the Strand, Sunday.

Of those the strongest is 'Too Much Harmony' at the Par with Ethel Merman and Borrah Minevitch on the stage. Last week \$37,400 the first week, picture will do about \$38,000 on the holdover. 'Emperor Jones' ends its second week tonight (Tuesday) at the Rivoli and is expected to bring in a good profit for the house, attracting \$22,000 on the seven days after a fine \$37,300 the first week.

'Thunder and it will let it out Friday (6), to bring in 'The Deluge'. Because it is showing power at the Strand, where, paced for \$23,000, it is expected to do another week. 'I Loved a Woman' will move to the Hollywood tomorrow afternoon (Wednesday) so that Warners can have a good night, it is not musical, into the Strand. House closes down for a few hours tomorrow, 'Parade' coming in at 7:30 p.m.

'I Loved a Woman' shoves 'Wild Boys' out of the Hollywood on going up there at 4 p.m. Second week of 'Wild Boys' indicates only \$9,000, after a first week of \$10,000.

'Old Rags' displays 'Brief Moment' this week and will be in big money at \$35,000.

Deafies will walk all over the Palace through strong draft in 'Song of Songs' and, on its stage, Joe Laurie, Jr. The Loew vaude house should come close to \$20,000.

Estimates for This Week
Astor (1,012; 33-110-115-65-220) 'Dinner at Eight' (MG) and stage show. A fine \$17,000. Last week 'Catinella' did nicely, getting just under \$20,000 last week. No idea as to how long remaining nor what picture will be in next when the third day of 'Catinella' is over.

Capitol (5,400; 17-83-110-115-65) 'Stage Mother' (MG) and stage show. At \$40,000, not big but okay, this house really makes up for the bad licking it took last week at the hands of Aimee Semple MacPherson and (MG), \$17,000, a new low.

Criterion (875; 40-83-110-115-65) 'S.O.S. Iceberg' (U) (24 week). Looked like a good \$17,000 on the first week. First two days of this week (24 picture) drew \$22,000. Gaitey (308; 55-110-115-65) 'Berkeley Square' (Fox) (3 week). Best two-day gross for Fox since 'Cavalcade'. Scored \$10,000 on its second week and retains its strength, getting \$7,900 on the first five days of week.

Paramount (3,664; 35-55-75) 'Too Much Harmony' (Par) (2d week) and stage show. Exhibiting fine draw and will get about \$38,000 on the holdover after a smash first week of \$37,400. Sally Rand comes in Friday (6) on a personal with 'Thursdays' on the screen. Jack McInerney and Ben Sorich are campaigning the Rand engagement in a bi way, including 'Thursdays'.

Radio City Music Hall (5,945; 35-55-75) 'Ann Vickers' (RKO) and stage show. Will beat previous \$38,000 gross by a few thousand to strike \$38,000, good. 'Weakness' (Fox) surprised by reaching \$34,000.

Rivoli (2,000; 40-55-65-65) 'Thunder Over Mexico' (Prin) (2d week) Striving for a pretty good \$12,000. The first seven days enticed a big \$17,000 into the box office.

Strand (2,000; 40-55-75-85) 'Emperor Jones' (UA) (2d week). Ends its second week tonight (Tuesday) at a gross of around \$22,000 and good. 'The Bowery' (UA) rushing in tomorrow morning (Wednesday) 'Jones' went to a swank \$37,300 the first seven days, not including the \$3,000 of the \$38,000.

RKO RKO (3,535; 40-55-75-85) 'Moonlight and Pretzels' (U), four days and 'Secret of Blue Room' (U), three days. Based on performance of the picture, it looks like 'Moonlight' should be in the neighborhood of \$15,000, good. Last week's doubleton, 'Lady for a Day' (Col), four days, \$11,000.

RKO RKO (3,535; 40-55-75-85) 'Brief Moment' (Col) and stage show. Showing fine strength at \$35,000. Last week's 'Madness' (Fox) proved a bet, \$24,700. State (2,900; 35-55-75) 'Song of Songs' (Par) and vaude. Getting the picture, it looks like another big week for this house or a chance for \$20,000. Last week 'Mary Stevens, M. D.' (WB) held up well, \$17,000.

Strand (2,900; 35-55-75) 'I Loved a Woman' (WB) (2d week). Having big enough draft at \$23,000 on the holdover to merit a shift to the Hollywood tomorrow afternoon (Wednesday), that WB may bring 'Footlight Parade' (WB) in tomorrow night. First week of 'Woman' a fine \$17,000.

VERY HARMONIOUS 16G FOR CROSBY-PIC IN K.C.

Kansas City, Oct. 2.
If printer's ink will do it the gross for the present first runs should be most satisfactory. The managers have been giving their attractions the works in publicity. The atmosphere around the Newman Theatre, where 'Too Much Harmony' is entirely different from last week when 'Voltaire' depressed everyone. The Bing Crosby musical, 'em' coming from the start and a big week for the week.

Loew's Midland has 'Turn Back the Clock' and the novelty of the Strand and the clever work of Lee Tracy. The critics right but biz only fair.

After a great business with 'Lady for a Day' the Mainstreet is giving its customers a heavy drama. 'Morning Glory' (WB) has a strong name strongly capitalized. House had rather expected to have a stage show soon but nothing has been announced and 'Ann Vickers' picture is set for next week.

Estimates for This Week
Liberty (Dubinsky) (860; 10-14-20) 'Bed of Roses' (RKO). 'Cocktail Hour' (Col), split. Policy helping here and a lot of the regulars carrying over from last week will hold to a little over \$10,000. Last week 'Professional Sweetheart' (RKO), and 'Silk Escape' (WB), ditto.

Madison (RKO) (3,200; 25-40) 'Morning Glory' (RKO). Hepburn billed heavy and picture got a nice play for the opening and is expected to hold its own for close to \$8,000. Last week 'Lady for a Day' (Col), big at \$12,000.

HOLLYWOOD'S OPEN SHOP

Downtown Frisco Will Milk Next Mae West Opus; Nabes Can Squawk

When Mae West's next one 'I'm No Angel' hits Frisco next month it will play the downtown first and extended runs until exhausted, and won't be the windfall to the neighborhoods that 'She Done Him Wrong' has been.

At least there's every indication that such a procedure will be followed by Fox-West Coast, which is expected to unveil Mae's latest at the Paramount, moving it then to the Embassy and letting 'er run as long as she'll hold up.

Circuit figures the miles and miles of publicity 'I West has gotten ought to make her second film an even better grosser than the first. The press stuff has been so accumulative in the way of an opening campaign might not be necessary—just a little more than average will do the job neatly.

Nabes Were Lucky
'She Done Him Wrong' was a goose that laid the golden egg for Frisco theatres, but the first-run didn't get the goose the way they wanted it. The neighborhoods got most of the meat.

It opened at the Fox Paramount and did one week of nominal business, but not enough to warrant a holdover. Then it struck the district theatres and skyrocketed to eighth high grosses that F.W.C. brought it downtown for a week at the St. Francis, where it did okay. Returning to the neighborhoods, it continued to swell intakes until nearly every house that played it repeated, and several of them four and five times.

Harlem Raps 'Jones,' But Pays to See Pix; Criticize Robeson

As reaction against 'Emperor Jones' in Harlem increases with colored papers taking it to task in page one space, the picture does turnaway business at the Roosevelt uptown and inspires United Artists toward trying it in the south.

At first not very certain whether it could even get into the colored theatres of the south UA opened the picture without trouble at Keith's Baltimore, Thursday (28) and is going deeper into the South, Atlanta, for a more decisive test.

With Keith's Atlanta, the house in mind for a first run, UA is taking a print to see what today (Tuesday) for a private screening to get exhibitor reaction. Leon Lee, UA's advertising manager, accompanied by John Krimsky, one of the producers of the picture, are flying down with it.

On the Harlem engagement, the Roosevelt is getting all classes of colored. House got \$10,000 on the first week, day-and-dating with the Rivoli.

Negro's Attitude
Reaction of the Harlemites is explained to Vauxey by Chapgy Gardner, colored dramatic critic for two of the strongest sheets in America, read by Ethiopians, 'Chicago Defender' and 'Pittsburgh Courier.'

Gardner says that Harlem has two main objections to the picture. Firstly, complaint is strong against the use of the word 'nigger', and, secondly, the colored folks feel that a man of their own race as prominent as Paul Robeson shouldn't be using it.

MANAGERIAL CASUALTIES

Newark, Oct. 2.
Changes in the Warner organization include placing of S. Muntz at the American, which has just been taken over; M. S. Kohen at the Hudson, Kearny, for Dick Reilly, deceased; Charles Murphy at the Garden, Paterson, for Larry Shea, who was murdered; and Sidney Braverman at the Rex, East Rutherford for Mark Silber.

Code Casualties

La grippe draped itself around a number of the codists upon their return from Washington early last week. Many of the crowd came back with severe head colds, and a few were confined in New York for several days.

Change of climate and overwork through day and night meetings, the cause.

Publix Praised Films 1st Run by Opposish; Subsequents Reason

Minneapolis, Oct. 2.

In its big radio broadcast signaling the opening of the greater fall and winter film season, Publix took occasion to pay its respects to two pictures that will be shown at a local theatre which is opposition to its own houses here and in St. Paul. The pictures were 'Little Women' and 'Ann Vickers,' RKO productions, and L. J. Ludwig, the circuit's assistant division manager, telling other and film men about the screen 'treasures' in store for them during the ensuing weeks, singled out the aforementioned offerings among others. It didn't make Manager Emil Franke of the local Orpheum a bit sore because the films are booked for the Singer theatre this month.

Low-down on the Ludwig plug for 'Little Women' and 'Ann Vickers' is that it wasn't necessarily intended primarily as an act of courtesy or friendliness toward a competitor and had no idealistic motives. Pictures have been bought by the Publix circuit for subsequent runs here and for out-of-town houses. Ludwig figured that many fans in towns other than the Twin Cities were listening in the broadcast; also, that many of the Twin Cityites would wait to see the pictures at Publix theatres.

It was the first time that the Publix circuit ever launched its fall and winter season with a radio broadcast. The broadcast of a half-hour duration over the Columbia chain station WCCO had been advertised well in advance on the screens of all Publix theatres in the territory and the public had been enjoined to 'listen in.' Contributing artists providing the entertainment included Jack Maclellan's orchestra, Clem Borien and Betty Brewer, singers. Al Sheehan, WCCO announcer, was master of ceremonies.

A.F.L. WON'T MEDDLE IN IATSE MUDDLE

San Francisco, Oct. 2.

The California State Federation of Labor, convention at Del Monte last week, passed a resolution to the effect that no organization affiliated with the American Federation of Labor in the state intrude on jurisdiction of the IATSE.

A similar resolution was passed by the California State Amusement Federation, which met at Del Monte at the same time. The Amusement group includes all A F of L unions affiliated with the theatres and studios of the state.

Resolutions resulted from the recent strike situation in Hollywood studios, when jurisdiction complications arose between IATSE locals and the IBEW over electricians, soundmen and stage carpenters.

The State Federation pointed out that questions of jurisdiction during a controversy with employer groups should remain status quo until existing difficulties are settled.

WOULD RECOVER LOST \$2,000,000

That Was the Cost of the Last IATSE Strike—All Unions but Those Ordinarily Classified as Labor Organizations Get Studio Hot Spot

ACADEMY ANGLES

Hollywood, Oct. 2.
Complete open shop for all major studios in Hollywood is the present aim of the big companies. Only crafts which will not be disturbed in their union affiliations are electricians, chauffeurs and drivers, carpenters and painters.

Intention of the majors is to fight all other groups who are organized for collective bargaining, and to discourage any new organizations that might spring up later.

The first move in this direction was the opposition generated by the first-line producers to the IATSE during the recent strike of sound technicians, cameramen, studio mechanics, operators, lab workers and film editors.

Two months before the strike was called, producers are said to have had a tacit agreement to fight the IATSE to a finish, regardless of cost, and to break the strength of the individual and combined locals. One producer admitted at the end of the strike that it had cost the major companies at least \$2,000,000 to battle the IA, but the producers would recoup many times this amount during the next few years through cuts in salaries and crews, besides breaking the domination of the unions for all time in the production field.

With the IATSE out of the way, the majors are now pointing their guns at the newly organized Screen Writers' Guild. Latter group has more than 90% of accredited screen writers and readers in Hollywood enrolled. The guild holds a threat over all companies through a clause in its code, providing for a strike vote against any studio declared unfair to the organization or its members.

Want Dictation
Other terms of the guild code are considered too drastic by the producers, who figure writers are getting well paid and companies should be able to dictate working conditions to the scribes without interference from the guild or any other writer organization.

There is a good chance that the major companies will also go after the Academy at a later date. Company heads, although openly rooting for the Academy, are burned plenty over the organization's stand on the producers' code, and the antagonism generated towards certain clauses and conditions.

The Academy has gotten out of control, and has expressed too militant sentiments towards the majors during the past 18 months. Companies did not like the Academy flagging off the producers' agreement, which was finally revised and handed to the Academy for one year's observation.

But the greatest blow to the major companies was dishied out by the Academy last March when the 50% cuts were forced on employees, and the Academy, by smart maneuvering, took the credit matter out of the hands of the companies and dictated when each firm was to restore full salaries. Bitter pill was the fact that restoration applied to theatre and exchange employees all over the country in addition to studio help.

Refusal Burns
The refusal of IATSE members to take any salary slashes during the emergency period last March was one of the laterpin factors of the producers to break control of the IA among studio crafts.

Union Wage Demands Based on 1928 Grosses, Industry Will Tell NRA When Code Meetings Resume

Waving to Europe

To 'Book Tarzan'

Hollywood, Oct. 2.

Sol Lesser, president of Principal Distributing, pulls out for New York Friday (6) en route to England to close negotiations for 'Tarzan, the Fearless' in the British Isles, and to sell territorial rights on the picture to European distributors.

Lesser's 'Tarzan,' released in this country in both serial and feature form, is being re-edited in nine reels for all other English speaking countries. Same version, with sound and musical background, will be used for all other territories.

Two Pennsy Labor Unions Oppose New Keystone Ops' Ass'n

Harrisburg,

The American and the Pennsylvania State Federations of Labor and the Motion Picture Machine Operators' Union have filed protests with Secretary of the Commonwealth Richard J. Beamish against State registration of the Keystone State Moving Picture Operators' Association, Philadelphia.

The association endeavored to obtain a charter first in the Philadelphia city and later in the State, and later at the Capitol as a second class corporation. Both applications were denied and a charter was obtained in Delaware. It then applied for registration as a foreign corporation so that it could do business in Pennsylvania, and Secretary Beamish at first declined to register the corporation. Upon advice of the Attorney General registration was later granted.

That was under the present corporation laws, but an act of 1933 provides that all foreign corporations must re-register by Oct. 3, and the Delaware corporation has applied for this re-registration. The protests are based on the contention that the application is not clear. Secretary Beamish will set a date for a hearing.

Under the new act union labor is recognized and has the right to file protests against registration of any corporation whose business employs persons the unions believe should be unionized.

With the IA now out of the basic studio agreement, minimum wage scales for cameramen and others are set up under that pact can be made inoperative whenever the producers decide to start cutting salaries.

Whether or not the majors will decide to do battle with the American Federation of Musicians over the latter's set scale of \$10 per hour and three-hour minimum per man for picture recording, is a question at this time. The AFM is still part of the basic studio agreement, which expires next March. There is a good chance that the majors will demand a lower scale and removal of minimum restrictions for employment of musicians on recording, and if the AFM declines to negotiate on a different basis, it will not be included as a party to a new basic agreement.

All in all, major companies have declared an open season on any organized groups in Hollywood which attempt to impose minimum salary scales or working conditions for their members. From now on, the producers are going to be in command of their studios—unless employee groups rear up under one big affiliated organization for forcing a stringent 'closed shop' on all companies.

Boom-time salary demands under the NRA are likely to be met by major filmdom during its fourth code attempt in Washington this week with the declaration that national gross business for 1933 will not exceed \$875,000,000, whereas in 1928, period to which labor would now antedate most union payrolls, filmdom collected approximately \$1,460,000,000.

What impression of these statistics will have upon the present picture-unionism deadlock cannot now be conjectured.

In substantiation of its original stand, and as further indication that it will continue demands, certain national labor groups have collected during the last few days written confirmation of the American Federation of Labor which substantiates early promises to back proposals of various of its affiliates. As an instance, the IATSE has received a letter from William Green backing their demand for a plan behind each projection machine, or an average of two men in virtually every booth in the country.

Strike Menace
A note in the industry-labor clinch is also liable to be injected by the majors. If present reports in New York during the past week materialize during further sessions under Deputy Administrator Rosenblatt, the American Federation of Labor may be asked directly why strike epidemics are at their height, and what assurance, if any, organization can give the industry they will not increase, and continue indefinitely.

Reputation of the statements of union leaders that receipts in filmdom have improved and warrant salary increases will also be pointed out that this time every year there is a seasonal impetus at the country's box office. The vast difference between 1933 and 1928, however, will be the industry's highlight answer.

ARTHUR LEE'S REPRISAL LETTER A STEAM-UP

Considerable burning in New York film circles over a statement sent to film trade papers several days ago by Arthur Lee, head of Gaumont British in New York. Lee's statement, long and gratuitous, warns the industry's code makers against inclusion of any sort of restriction on foreign film biz, pointing out that if the Washingtonites attempt to hinder foreign film trade on this side, for NRA or any other purposes, 'England and other European countries will take reciprocal action.'

What is causing the heat to rise is the fact that there had been no intention of ruling against foreigners in any way, but that 'reciprocal action' is considerable annoyance. Practically every country in the world market has some sort of quota or tariff bar against U.S. films now. In Britain there is a 17% quota, and with no reciprocal clause from an American standpoint, so that if there were any reciprocity coming, it's argued, it would seem to be the Americans' turn.

At the beginning of the code meets in New York, before going to Washington, someone suggested a clause keeping theatres from showing films that were not made by NRA producers. It was immediately pointed out that this would bar foreign films, with the resolution immediately dropped. No mention of foreigners since then, until Lee's letter.

WHEN THEY REVIEW A PICTURE ON THE FRONT PAGE, THAT'S NEWS —and what News!

JOSEPH M. SCHENCK presents

**WALLACE BEERY
GEORGE RAFT
JACKIE COOPER**

in DARRYL F. ZANUCK'S
riotous production

**THE
BOWERY**

with
FAY WRAY and
PERT KELTON

Directed by
RAOUL WALSH

*First of
the BIG*
20TH
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PICTURES, INC.

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**UNITED
ARTISTS**

THE HOLLYWOOD REPORTER

Vol. XVII. No. 10. Price 5c.

TODAY'S FILM NEWS TODAY

Monday, September 25, 1933

'THE BOWERY' A SMASH

First 20th Century Picture Hit—Should Do One Of Best Money Grosses Of The Year

Probably the most auspicious start any motion picture company has ever received will be given Twentieth Century Pictures as a result of their first product "The Bowery." It would have been an accomplishment for any company, but for a new

Colorful Yarn of Hectic Period

"THE BOWERY"
(20th Century Pictures).

Director.....Raoul Walsh
Novel.....Michael L. Simmons,
Bessie Rogers Solomon
Screen Play.....Howard Estabrook,
James Gleason
Photographer.....Barney McGill
Cast: Wallace Beery, George Raft,
Jackie Cooper, Fay Wray, Pert Kelton,
George Walsh, Oscar Apfel,
Fred Munier, Herman Bing, Harold Huber,
Fletcher Norton, John Kelly.

ductions. It's real entertainment—a great show.

Raoul Walsh has made good every opportunity given him with the story, the cast and production. He has not missed a bet. Much credit should be given to Al Newman for a swell musical score, to Richard Day for a fine job in the art direction, to Jack Haskell, who staged the dances, and to Barney McGill for his excellent photography.

You'll like "The Bowery," as will your audience. The picture could have just half of its present values and still be a big money bet. It's one of those pictures that will exploit itself even more than all the tricks of showmanship could. The title alone would draw. The combination of Beery, Raft, Cooper and Wray and the publicity the new Twentieth Century Company has received, are certain to bang off a swell tune in any box office.

No Early Code

ington.—Put down in your rulebook—there will be no quick drafting of the picture code. Reuben will start his "continuing committee" of small numbers will be the solution of the picture problems. How long they will be allowed to "continue" before action is demanded nobody knows.

Hoffman Returns to Make Right Here

New York.—M. H. Hoffman left for Hollywood on Saturday after completing plans for the distribution of eight pictures this season on a franchise basis.

The pictures will be produced by Liberty Pictures Corporation at the Culver City studios.

Premieres Up to Vote

Washington.—The clause about theatres giving away premiums will probably be settled with a compromise, leaving it to a vote of 75 per cent of the exhibitors in a territory to decide the policy. Any vote decided upon will be effective ninety days after the adoption of the NRA code.

Set Mona Maris for 'Villa'

Mona Maris was signed Saturday by MGM for the lead in "Villa," the David O. Selznick production, starring Wallace Beery. Howard Hawks will direct.

Claire and Wynyard Back

New York.—Ina Claire and Diana Wynyard arrived yesterday on the S. S. Europa.

WHO WILL BE CODE CHAIRS?

Washington.—More important than all the battles over the NRA code itself now looms up the question of what individuals are to constitute the "Code Authority."

So many problems will be left to interpretation when the code is finally issued that this committee assumes tremendous importance. All interested groups are now suggesting to Roosevelt, while the independent exhibitors group wants the code itself to designate the names.



●TWENTIETH CENTURY PICTURES makes its bow to the motion picture industry this morning with reports from the week-end showing its first picture "The Bowery," and the entire business should open its arms in welcome to such a great start. With Century making pictures such as "The Bowery," the whole industry will get the benefit and for that reason congratulations are theirs, from every branch, from every company.

The picture, reviewed in another column, gives great credit to the authors of "The Bowery," its directors, the director, the cast and all who had anything to do with it. In this column we want to give a few hurrahs for Darryl Francis Zanuck.

In the years that Zanuck was with Warners he never had an assignment that held as many headaches as this picture. In the first place, he was starting from scratch, absolute scratch, in making the picture. He had Joe Schenck on the other side of the table with him, bargaining with competing studios for the loan of people for this and other productions. But Schenck had no soft job, and every refusal he got over the phone added ten years to the life of Zanuck.

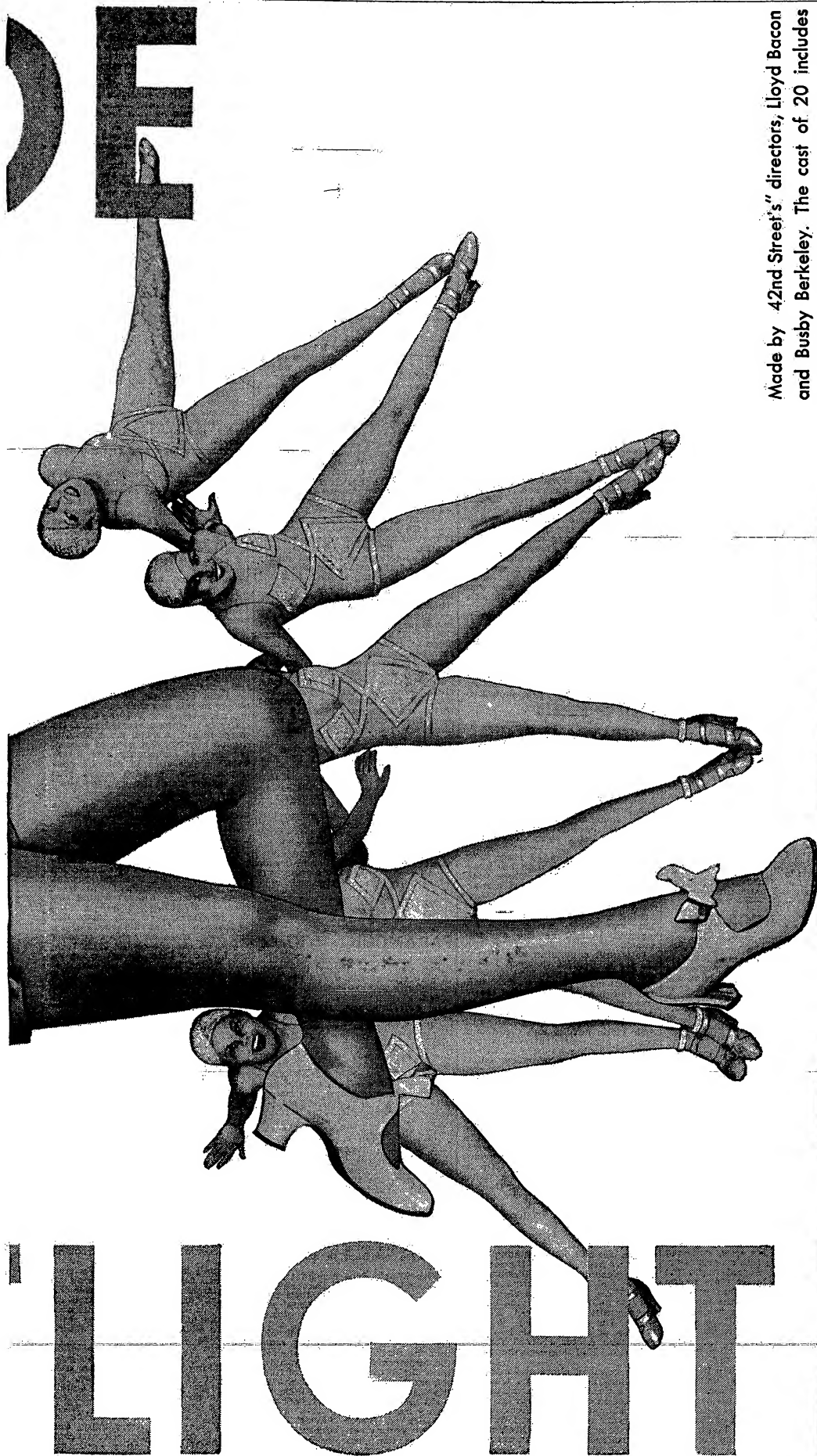
After days and days of trading (and such trading) they finally got their cast together and Zanuck started in with his picture only to bump into the strike of the IATSE. What that meant to old and established organizations is now history, what it meant to Zanuck was more headaches, but harder and faster. The result being the picture was finished one day beyond schedule, with every detail of the production technically perfect. And ladies and gentlemen, that was an accomplishment. Of course Zanuck puts his organization on the back, but they pass the pat right back to his shoulders.

The punch of the picture is in its flavor. Its novelty, its movement, a story that has hardly been touched in the long run of this industry; certainly not with the entertainment value that has been put into "The Bowery." It has a flare and a pace that Zanuck and his organization will have a tough time to match with their other pro-

FOOTLIGHT PARADE

Who said there'd
never be a greater
girl-and-music show
than "Gold Diggers
and 42nd Street"?
Warner Bros will
scotch that lie at the
New York Strand
tomorrow





Made by "42nd Street's" directors, Lloyd Bacon and Busby Berkeley. The cast of 20 includes

JAMES CAGNEY
RUBY KEELER
DICK POWELL
JOAN BLONDELL

LIGHT PARADE

German Film Chamber Strong-Arms Double Features Out of Existence

Berlin, Sept. 23. Regulation doing away with double feature programs in Germany went into effect Sept. 15 and thus far has been carried through everywhere, so far as can be learned. German Film Chamber has notified all exhibitors that requests for exception rulings will be turned down without discussion.

Also exhibits that have too many pictures lined up because of previous contracts on a double-featured operating basis, have been told to write distributors, who have instructions to settle things like that on a friendly basis.

Cancellation Ordered
Working Committee of the Film Chamber has been advised to inform members to cancel contracts if the facts justify it. Should no adjustment be feasible, the Film Chamber will step in and settle things.

German Film Chamber has adopted another resolution which makes it mandatory for all exhibitors to join the official film body.

Gen. Theatres Pf. Shares' Div. Action Deferred

London, Sept. 23. A circular has been sent out by General Theatre Corporation to the holders of cumulative preference shares, saying that owing to circumstances which they "trust are temporary," the trading results for the current year, in so far as they are available, show the preference share dividend due for payment Oct. 1, has been suspended. The directors have decided to await the result of the full year's trading before voting on dividends of the preference shares.

The company has been in existence for the past five years, and this is the first time they have passed their dividend.

Mexico Taxes Theatres For Relief of Tampico

Mexico City, Sept. 23. Double header cyclone and floods which ravished Tampico killing nearly 500, injuring more than 1,000, did property damage estimated at from \$6,000,000 to \$8,000,000, dealt the town's show business a knock-out. Reports reaching here are that not a Tampico cinema or stage theatre was left unscathed. Five of the eight larger cinemas are in ruins, while the others are badly damaged.

Amusement industry is figuring prominently in relief measures. Labor unions here have decided to work all their members an extra hour daily and donate proceeds of this service to relief fund and to stage special picture performances with film loaned by local distributors. Government plans to place temporary 10% tax on all amusement admittance tickets and to assess National Lottery tickets 5% to aid the cause. Chorines tagged the town for the fund.

Post Office Department is arranging a special issue of stamps, proceeds of which will be for Tampico benefit.

German Nudist Films Get Hook in Belgium

Brussels, Sept. 23. German nudist films are causing trouble in Belgium. At Malines, the cathedral city, the police were called in to clean out a cinema where "Beyond the Veil" was being shown.

Tumult broke out when naked Germans of both sexes appeared on the screen and rioting continued for three hours. The proprietor of the hall jerked the film. Similar scenes occurred at Lierre, near Antwerp, when a German sunbathing picture, with plenty of nudity, was screened and this, too, had to be withdrawn.

Goofy Merger Gossip

Finally been figured out how story started that Paris offices of Fox, Paramount and Metro would merge. Yarn appeared first in "Film Kurier," German official Nazi film trade paper, and was reprinted by several papers, including one of the New York trade dailies.

How it happened was that Harold Smith, Paris rep of the Haye office, called the American companies together, several met to discuss quotas and other mutual headaches in rope.

reporter for Nazi paper, seeing the Americans together, added tw and two and himself total seven.

ROME TRAILS PARIS NO-DUB DECREE

Rome, Sept. 21. All foreign films imported into Italy must now be dubbed in this country. This Italian decree's lead in this matter, making dubbing and post-synchronization obligatory in Italian studios. The law was issued Sept. 16 in the form of a ministerial decree. It had been expected for some time.

The proportion of Italian-made pictures which must be shown in Italian cinemas is raised by this decree. What the extent of the raise is not stated, but it is believed to be considerable. The matter is not one of first importance for the American and other foreign producers, because the Italian film output is so small that the exhibitors cannot do without the imported films. The home production would not supply the demand for one month out of twelve.

A special tax on dubbed and post-synchronized films will in future be exacted from distributors of all foreign films here, whatever their nature. The funds resulting from the tax will go to provide subsidies and encouragement prizes for the home industry.

Another clause in the decree suppresses the government subsidy to the Italian cinema industry which was instituted by a law dated June 18, 1931. This subsidy amounted to 2,500,000 lire a year. The tax on dubbed films will take its place.

It is thought that the decree, though not unexpected, will arouse some discussion in foreign cinema circles here.

New law will mean no hardship or annoyance to American filmers who have been expecting the law for many months.

Warners, Metro, United Artists and several other companies installed dubbing plants here for local dubbing about a year or so ago when the law for localized dubbing went into effect simultaneously in Germany and France.

Luxers for Canada Up

Ottawa, Oct. 2. Following the return of N. L. Nathanson to Canada after a six weeks' absence in Europe, establishment of a chain of Trans-Lux theatres in the principal cities of the Dominion will be taken up again.

Nathanson wants to take the Trans-Lux idea under the wing of Famous Players Canadian Corporation. Joe Franklin of Ottawa holds the Canadian franchise for Trans-Lux theatres and the two will get together shortly to work out a plan, it is understood.

BANKS PICKS ROME

Rome, Sept. 23. Monty Banks has arrived here to make films in English with possibly other language versions as well. Says he will use the Cines studios in Via Velo, regularly rented out to independent producers now.

Banks is said to have made tenders to Charles Farrell and Frances Dee.

McCurdy for Columbia As Antipodes Distrib

Jack McCurdy, for years with Publix theatre operation, may go to Australia for Columbia which is planning to set up its own exchanges in the Antipodes.

Up to now Col has worked through an independent distributing company in Australia, Greater Australasia, Ltd., headed by Cecil Mason.

FRENCH SCHEME ON DUAL BILLS

Now it's France that's struggling with the double-feature headache. Chambre Syndicale has just gone through several hectic meetings on the matter and has decided to regulate double features systematically, rather than try to get rid of them.

According to the Chambre Syndicale, all pictures will have to be classified as first or second films. It will be forbidden to play more than one 'second' film on one program, though, if exhibitors are afforded to play two 'firsts,' that's up to them. Idea is to keep from undermining program quality by building up second-rate films to supposed first-grade classification.

Who is going to designate the films as first or second class hasn't been figured out yet, but presumably it will be the producers' branch of the Chambre.

Kelly of UA Gets Off On His All-World Trip

Paris, Oct. 2. Arthur Kelly, head of United Artists' foreign department, leaves for Cairo, Egypt, by plane Saturday, to begin a world grilling tour for his company. From Cairo he'll go to India, then back to Paris, and late in November to the U. S. After a short visit in New York he'll go to Hollywood, from there sailing to Australia for a continuance of his world survey.

Before leaving Paris Kelly made several important mid-European deals for his company.

Kelly has concluded several territorial contracts for Europe and is working on some others. He's opened offices in Poland, Rumania and Egypt and taken up again a contribution deal with Mario Luporini for Italy.

Europe's Political Muddle Gets U. S. Films a Good Break in Hungary

Budapest, Sept. 23. Changed picture situation has already resulted in turning distributors' interests increasingly towards home product and American pictures, especially those of producers without independent organizations in this city. Eco Film has United Artists product, Liberty specialities in Columbia pictures.

Muveszfilm, which shifted to German pictures when talkers first began, sticking to them during three seasons, has changed policy and bought solely American product. They have 10 RKO features on their list. These do not include "King Kong," which has been purchased by Cso's at the exceptionally high price of \$4,000. Cso's have suddenly risen to the position of one of the most important distributing firms here. Local branch of Paris firm opened here last year with the purpose of selling their own products, made here and in France.

Now All-Magyar

Their hopes were disappointed and they liquidated the Budapest branch, which was taken over by a local group who retained the original name. So this is now an entirely Hungarian concern and has promptly acquired a strong position because they are bringing out four important locally-made pictures, in the financing of which they had a big share. These are "Aunt Jen," starring Sari Fedak; "Rakoczi March," an important Austrian-Hungarian venture; "Hungarian Bouquet," a group of three short comedies, and

(Continued on page 54)

BIP Seeks to Absorb Its Theatre Operating Subsid on Stock Swap

ARNO A SUICIDE

German Film Comi, Nazi, kills Himself in Spain

Madrid, Sept. 23. Siegfried Arno, one of Germany's best picture comics, committed suicide here during a stock company tour.

Arno, a star of several years' standing in Germany, was extremely popular, but had to leave his country because of the Hitler anti-Jew rulings.

'30 AUSTRALIAN GAIN BECOMES '33 LOSS

Sydney, Sept. 1. Distributors and exhibitors are still battling with the government on the matter of film taxes, which are higher here than in any other country in the world. Believed that there's a good chance of getting some reduction soon, with considerable hope lying in the meeting of the House of Representatives in about two weeks when the matter will be taken up officially.

The eight American companies doing business here have gotten together in the matter sufficiently to get up a joint statement as to conditions. Statement was figured up by a prominent local attorney's firm and shows combined company profits and losses for the past four years. Deductions are made for income taxes, for which the companies are assessable. Where assessments were not yet made, estimates of the probable taxes payable were made based on the last previous assessments. After all deductions, the combined operating results of the eight companies are:

	Profit. Loss.
1930 total net profits
1931 total net loss	£22,657
1932 total net loss	41,006
1933 total net loss	27,682

These figures were sent on to the government in a hope of convincing the officials that alleviation of taxes is called for.

Italian Cinema Crisis Forces Stage Support

Milan, Sept. 22. Cheap railroad trips and the institution of cheap price days when cigarettes may be bought at greatly reduced price have been well

curved by the public, but they have hurt the retail shops and the picture houses, most of which have been closed for several weeks.

A significant sign is the conversion of the Odeon Cinema and the Supercinema, the former the most luxurious, as the latter is the largest and finest equipped in the whole of Milan, into cinema-variety houses. This will allow of showing films for longer periods and, since the government's Sindacato del Teatro has established a minimum pay for an actor at something like \$1.50 a day, variety entertainments will not be so costly as formerly.

Singapore DeLuxer

Singapore, Sept. 23. Work has started on building of a big, new picture house here. Theatre will be a large one, built on elaborate and modern lines, though intended for entering to the Asiatic community.

Three of the buildings housing shops on Queen street will be demolished to make room for the theatre. Municipal authorities have approved the project.

Attempt being made by British International to absorb Associated British Cinemas, theatre operating arm and BIP's most important subsidiary company. New company would be formed under the name of Associated British Picture Corp., Ltd., with an increased capital, to handle both film production and distribution and theatre operation, with financial reorganization all along the line.

BIP and ABC made their annual statements at the same time as they announced the new scheme. Statements show that the film company has been holding its own, although the theatre end has not been doing as well. BIP shows a trading profit of 132,395 pounds for the year and will pay a 5% dividend. ABC, with a trading profit of 279,884 pounds not only has a 5% common dividend on the year, but call of payment of half-year dividend on preference shares due Sept. 30.

Exchange Terms
While the new financing scheme has not been officially ratified, the basis of the proposals are on the following lines: For each 7% cumulative preference share of one pound in ABC Limited, one 10% first cumulative preferred share of one pound in BIP plus sixpence per share in cash. For each ordinary share of five shillings in ABC one ordinary share of five shillings in BIP.

Capital of BIP is then to be increased to 3,500,000 pounds for purposes of carrying through the merger via the creation of 2,000,000 ordinary 5s shares and 1,500,000 10% first cumulative preference shares of one pound each. These new shares get priority on currently existing BIP shares.

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Dominion Trade Wins Cut in Freight Rate

Ottawa, Oct. 2. Exhibits of Canada will save \$40,000 during the year as a result of the decision of the Express Traffic Association to make a voluntary reduction in express charges, on film, disc and advertising shipments between distributors and theatres anywhere within six designated regions covering the whole country. The new rates became effective Oct. 2 and are renewable June 30 next.

The former rate of \$1.10 on 100-lb. shipments is reduced to 85c, and that of \$1.35 per 100 lb. drops to \$1.05. This schedule being effective in Eastern Canada. In the Prairie Provinces the tariffs are reduced from \$1.15 to 90c, and \$1.50 to \$1.20 while on the Pacific Coast the reductions are \$1.20 to 95c, and \$1.60 to \$1.25. The general average of reduction for all regions combined is approximately 20 per cent.

The reduction in freight rates on U. S. applied only to outbound shipments and did not include advertising matter. In Canada the rate cuts work both ways and the paper is included.

Adalbert, German Film Star, Dies in Munich

Berlin, Sept. 23. Max Adalbert died suddenly in Munich at the age of 59. Friends thought of bringing the body to Berlin for burial with honors from his film friends and fans, but relatives preferred to have the interment in Munich.

Adalbert was one of the better known German stars. He was a character actor of many years' standing and was at one time about the best draw on the German stage. He went to film work with the coming of talkers and retained his star standing until the Nazi rule put him temporarily out of work.

Aaronson Distribing

Aaronson is returning to a picture business with formation of a new distributing company of his own to handle indie and foreign product.

First picture for Aaronson is "Loyalties," made by David Fleane in London and based on the Galsworthy play. It stars Basil Rathbone.

LOOK OUT "STATE FAIR"

*. . . your records
are being topped!*

• **FIRST "PADDY"** . . . equalling and surpassing many tremendous "State Fair" grosses.

• **NOW "DOCTOR BULL"** . . . beating "PADDY'S" unforgettable figures in town after town.

• **EVEN THESE** spectacular takings threatened as "The Power and the Glory" and "My Weakness" go into general release.

• **WHILE "BERKELEY SQUARE'S"** amazing run at the \$2 Gaiety promises it to be the biggest of them all.

BERKELEY SQUARE with **LESLIE HOWARD** and **HEATHER ANGEL**. Jesse L. Lasky production. Second week even greater than first . . . extra shows needed to handle S. R. O. throngs. Now in third week at \$2 Gaiety with advance sale hitting new high.

•
MY WEAKNESS with **LILIAN HARVEY** and **LEW AYRES**. B. G. DeSylva production. Smashed Radio City's cash and attendance record in opening day . . . as more than 120,000 jam this gigantic house for outstanding week's run. Running neck and neck with "Paddy's" S. R. O. Atlantic City run.

•
JANET GAYNOR and **WARNER BAXTER** in **PADDY the Next Best Thing**. More than doubles par in Denver. Big in Detroit. Nudging hey-hey pace of "Power and Glory" in Los Angeles. Held over for third Chicago week—to unabated crowds. Boom business in Washington, Montreal, Seattle.

•
THE POWER AND THE GLORY with **SPENCER TRACY** and **COLLEEN MOORE**. Jesse L. Lasky production. Concludes breath-taking Los Angeles run with takings many thousands over previous week. Smash in Philadelphia. Corking in Louisville and Brooklyn.

•
WILL ROGERS in **DOCTOR BULL**. Smash in Birmingham, Kansas City, San Francisco (2nd run), Denver, Minneapolis, Cincinnati. Beating glorious "Paddy" figures in: Indianapolis*, Toledo*, Phoenix*, Fresno, Meriden.

(NOT CROWING . . . JUST GROWING)
*Where "Paddy" beat "State Fair".

More coming!
FOX STUDIOS REACH PRODUCTION PEAK

West Coast Bureau of THE FILM DAILY
Hollywood—Production at the Fox studios has reached a new high peak, with a total of 17 pictures in some stage of work in the Movietone City and Hollywood plants. Seven features are before the cameras, four in the cutting room and six being prepared to start soon. This will take care of releases up to Feb. 1.

JOIN THE UPSWING WITH FOX

Going Places

By Cecelia Ager

Roxy's Chain Gang

To make of the Roxeyettes a chain gang, to shackle their slender ankles together in long line is not so much cruelty as it is a completely unnecessary proceeding.

They have always been one in spirit, those girls, always one in action. Chaining them together can no more increase the precise unanimity of their performance than plotting straight paths for the King's Guards. Those silver chains make a rhythmic clanging, 'tis true, they shine brightly in the Music Hall's lights, they illustrate most explicitly the number's title, 'I'm Just a Prisoner of Love,' but they contribute not one whit to a bondage the like of which has never been found, because they love it so.

Anyway they're the best dressed chain gang ever seen. They've found out how to spot their stripes so as to make them even slimmer, even more graceful. They know just how to wear their convict caps to make them things of beauty too. A pretty little study in prison reform, the Roxeyettes, their spirit might be emulated too.

'Ann Vickers' was a good gal, it seems, with awfully bad judgment. Though she knew all about social ecology, she knew nothing about the facts of life she was terribly remiss. She would rail against woman's wiles, refuse point blank to be a party to them—and yet somehow her every affair wound up with a little stranger. Social workers in love are fine and decent, but it may be deduced, and also very thorough. They're too high-minded to set marriage as their price, and when it comes to a name for their babies, it's their first names that engages all their attention.

Fine Dunne plays Ann Vickers with her usual air of decency, efficiency, and orderly allure. Competent, always, but inspired—no. Just every hair of her head

knows its proper place, just as the two little curled tendrils on her forehead, got there by sensible femininity, not happy chance, so does she plot her dramatic gestures in neat, methodical arcs. Ladylike restraint is so basic a part of her screen personality that even when she speaks she is careful not to open her lips wider than necessary for letting the words out.

Though the story of 'Ann Vickers' begins in war times and finishes in the present, its costumes do not choose to be bothered with period changes. Miss Dunne's clothes; all examples of contemporary tidiness and neat fitting, are practical models for 'business women.' Fresh white lingerie touches about the neck of straight dark dresses, a simple black dinner dress showing modestly for gaiety from its white silk short jacket with a bias fold of the same material outlining its flat high neck and straight center closing.

Edna May Oliver, perhaps wearied a little by the earnestness of it all, cracks out occasionally with a good brisk mannerism, a tried and true stage trick for wringing a laugh. The audience is deeply grateful.

Icy Torch

Moment won't let well enough alone. One look at Carole Lombard, and everybody's set to believe her as a hot spot torch singer. There's her unselfish mouth, for one thing, the slow and easy way her clothes proclaim the body beneath, and her yellow, yellow hair. So homely, but with wily-gilding, and makes Miss Lombard go through the motions of singing besides. And everybody turns out to be a poor gullible fool. She can't sing at all, even the voice on the sound track can't, and if she could it would be a hullyaby anyway.

With conviction now kicked in the pants, there's nothing left for everybody to do save watch Miss Lombard make her changes, taking off (Continued on page 30)

Vaude Ups Loew's, Montreal, to \$7,000; FPI-'Yes' Nods 8G

Montreal, Oct. 2. Vaude is back this week at Loew's for the winter with a presentation of the Broadway show, 'Broadway.' The gross at this theatre over the weekend and looks like pulling the house back to its old premiere b.o. position on the market. One feature picture, 'Mary Stevens, M.D.', is in addition to the show. Estimate is for \$7,000 currently.

Palace has all-star cast in 'Broadway' to go with the show. Garner a comfortable \$8,000. Capitol is showing 'F.P.I.' and 'She Had to Say Yes,' an above-average brace which goes with the show. Princess with 'Emperor Jones' (UA) and 'Parole Girl' (Col) will attract the intelligentsia, but how it will be b.o. is another story; maybe. Paris, representing French side of six shows here, repeat 'La Pleuvre' and 'Monsieur Quick' and will likely gross around \$2,000 and \$1,500.

His Majesty's has imported French company playing comedies currently and following two weeks at \$1,500 and should start out with \$2,000. Nabes continue on up grade.

Estimates for This Week
His Majesty's (Ind) (1,600; 50-150)—French company in comedies (legit), running on week. May get \$2,500. Last week repeat of 'Dinner at Eight' (MG) \$6,000.
Palace (EP) (2,700; 50)—Broadway to Hollywood (MG). Looks like \$2,000. Last week 'Tadgy' (Fox) grossed \$7,500.

Capitol (FP) (2,700; 50)—'F.P.I.' (Fox) and 'She Had to Say Yes' (WB). Expected to bring in \$2,000. Last week 'Pilgrimage' (Fox) and 'Charlie Chan's Greatest Case' (Fox), \$6,000.
Loew's (EP) (3,200; 50-65)—'Mary Stevens' (WB) and vaude. Looks \$7,000, much above recent weeks. Last week 'Turn Back the Clock' (MG) and 'Emergency Call' (Fox), \$5,500.

Princess (CT) (1,900; 50)—'Emperor Jones' (UA) and 'Parole Girl' (Col). Expected to bring in \$2,000. Last week 'The King and 'Sally Bishop' (Col) well \$4,000.
Imperial (France-Film) (1,600; 50)—'La Pleuvre' (French) (2nd week). About \$2,000. Last week \$2,000.

Cinema de Paris (France-Film) (600; 50)—'Monsieur Quick' (French) (2nd week) \$1,800. Last week \$2,000.

TORCH SINGER, 'LADY' SEATTLE'S STANDOUTS

Seattle, Oct. 2. Company incorporated with Oscar Oldknow and Don Graham, local attorney to handle Orpheum theatre operation when and where Loew's all set to go soon with Fanchon-Marco stage shows.

Biggest campaign back for 'Lady for a Day' appears set to bring in at Roxey. May stay two or three weeks. Hepburn holds for second week in 'Morning Glory,' while 'Goodbye Again' (WB) and 'Torch Singer' at Paramount, and 'One Man's Journey' at Blue Mouse are dividing other attention. This setup naturally will divide the downtown on the whole is looking up.

Estimates for This Week
Fifth Ave. (Evergreen) (2,400; 25-40)—'Broadway to Hollywood' (MG). Playing up the stars and theatre life, with pretty girls, making it go for anticipated \$6,500 and may build. Last week, 'Paddy' (Fox), \$9,700, strong.

Roxey (J-VH) (2,300; 25-35)—'Lady for a Day' (Col). Getting big newspaper spreads, and exploitation. A good word bill won't let it down any. May smash to \$18,000. Last week, 'Tarzan,' got away for okay \$2,500.

Paradise (J-VH) (1,900; 25-35)—'Torch Singer' (Paramount). Billing Claudette Colbert as 'going Mae West' for anticipated help due to the West. En route to a good \$5,500. Last week 'This Day and Age' (Par) fair, \$4,600.

Music Box (Hamrick) (900; 25-40)—'Morning Glory' (RKO) second week. Look for \$3,500. Last week, okay at \$3,500.

Blue Mouse (Hamrick) (950; 25-40)—'One Man's Journey' (RKO). Roy Robinson and Lionel Barrymore accounting for some money \$4,500, good. 'I Loved a Woman' (FN) held 10 days, for \$4,100, fair.

Liberty (J-VH) (1,900; 25-35)—'The Shepherd' (Lone Avenger) (WW) dual. Steady, good for \$4,800. Last week 'Study in Scare' (WW); 'Ekkyway' (Mono), dual, okay at \$2,000.

Coliseum (Evergreen) (1,800; 15-25)—'When Ladies Meet' (MG). 'Detective 62' (WB) dual, big biz at \$4,000; last week, 'The Big Sister' (WB) or \$3,000. Bargain hunting apparently like duals here.

SAN FRANCISCO

(Continued from page 14)

stellar cast of names, started excellently, two shows daily.

Filmarts (Pincus) (1,200; 25-35)—'Eat Me Alive' (RKO). Snakes getting the plugging and customers and shivers.

Embassy (FWC) (1,400; 35-55)—'Penthouse' (MG). After a record week at the Warfield this okay at \$5,500. About \$5,000, last week 'Dr. Bull' (Fox), also an extended run.

Fox (5,000; 25-35)—'Sigma Chi' (Mono) and Ted Fio Rito's band. Fresh, since now; looks possible \$15,000, big. Last week Harlow in reissue of 'Platinum Blonde' (Col) and 'Wives Beware' got \$7,000 last week. Golden Gate (RKO) \$2,844; 30-40-65—'Lady for a Day' (Col) (2nd week) and vaude. After a wow week of \$17,000, in for a deuce stanza with new vaude, and okay at \$10,000.

Orpheum (F&M) (2,400; 25-40)—'Tarzan' (Prin), 'Big Brain' (RKO). F&M stage show with RKO. After first week of \$10,000, 'Tarzan,' house added 'Big Brain' for probable \$3,500 week.

Paramount (FWC) (3,700; 30-40-55)—'Torch Singer' (Par) and 'Anchorage' (Fox), a three-reeler by and with Father Bernard Hubbard. Litter pulling many Irish Catholics to hold house up to \$11,500. Last week, 'The King and 'Sally Bishop' (Col) was disappointing at \$10,500. Frisco not liking a genteel Edward G. Robinson.

San Francisco (F&M) (1,500; 25-40)—'Beauty for Sale' (MG) and 'F.P.I.' (Fox). Pulling net trade at \$8,000, while last week dropped to \$5,500 on 'Chan's Greatest' (Fox) and 'Heroes for Sale' (WB).

United Artists (1,400; 25-35-50)—'Power and Glory' (Fox). Floppo despite critics' raves, getting but \$7,000. Last week, 'The Day and Age' (Par) ran but six days and got but \$4,000.

Warfield (FWC) (2,700; 35-55-65)—'Too Much Harmony' (Par) and stage show with Walt Roesser back. Conductor counting for something. Looks like an easy \$23,000, which is right close to another record for this year. Last week, 'The King and 'Sally Bishop' (Col) on stage with 'Goodbye Again' (WB) hit nifty \$20,000.

Newark Hotcha with 'Penthouse,' 'Harmony' 13G and 18G Respect

Newark, Oct. 2. The Newark which opened with holdouts on 'Too Much Harmony' and looks like a great \$18,000.

The Little Theatre, a new record for Newark opening with \$3 on the week, due to failure to advertise sufficiently. But they've got Sidney Franklin now, who formerly ran the house, and Henry Okun, who did publicity, and they've started the second week off better.

Paul Karkakis has dropped his own cast to the Broad and brought in the Caldwell company, headed by Tom Powers with the top raised from 77c to \$1.10. At the Montclair, Rowland Edwards has opened with 'The Day and Age' (Par) and 'Karl Rawlins' and Blanche Ring. Felt that with no legit, good stocks can be dangerous around here.

Newark has nothing to say about losing the stock exchange. It's a bad blow.

Estimates for This Week
Brantford (WB) (2,966; 15-65)—'Wild Boys of the Road' (WB), and 'Ladies Must Love' (U). Swell opening. Last week, 'I Loved a Woman' (WB) good at \$11,200.

Capitol (WB) (1,200; 15-25-35-50)—'Captured' (FN), and 'This Day and Age' (Par). Can hardly compete against the Warfield's two. May run near \$4,500. Last week, 'Tugboat Annie' (MG) showed even a good second run single can't click here by copying only \$3,900.

Little (Indie) (299; 40-55)—'Sisters on Parade' and 'Potemkin' (Amkino). In for six days but heavily played up among the communists and may go to \$2,000. Last week, 'Money Talks' (HE&A) did a prize flop by garnering a total of \$8.

Loew's State (2,780; 15-75)—'Penthouse' (MG) and vode. Looking for over \$13,000. Last week 'Broadway to Hollywood' (MG) no sensation at \$11,000.

Newark (Adams-Par) (2,248; 15-99)—'Too Much Harmony' (Par). Good second week. Nothing like this one for months and a good word bill won't let it down any. May smash to \$18,000. Last week second of 'Song of Songs' (Par) faded to \$7,700.

Brooklyn (WB) (2,800; 15-25-30-45)—'Power and Glory' (Fox). Hit worse than the rest by the holiday. Lucky to get \$7,000. Last week 'Lady for a Day' (Col) grand okay at \$2,000.

Terminal (Kouras) (1,900; 15-40)—'Charlie Chan's Greatest Case' (Fox) and 'Paddy' (Fox). Should come through with \$2,500. Last week 'Morning Glory' (RKO) and 'Flaming Gold' (Fox) fair at \$3,400.

'Dr. Bull' \$20,000, Fox, Det., After Record Breaking 33G Wk.

Detroit, Oct. 2. Last week the b.o. of 'Dr. Bull' was the thing and stuff for a record breaking \$33,000. This week the best the town has to offer is 'Too Much Harmony.' Ethel Barrymore is much too upstage for this frontier village. The RKO Downtown is paying plenty for her but nothing will help. The carriage trade is nibbling but the coachmen wait.

'Emperor Jones' at the United Artists, while deemed too Theatre Guildish for this town, is twice as good at the b.o. compared to last week.

The Fox follows a wow week with 'Dr. Bull' and a mild stage show for pretty good biz. The Downtown is coming back. Ethel Barrymore and mild vaude show with 'Secret of the Blue Room.'

Last week the A. B. Marcus show broke all existing box office records at present scale for a big \$33,000 week. All other houses enjoyed overflow business as well, but nothing else was even a close second.

Nearby the A. B. Marcus show was the Michigan with Ted Lewis and \$18,500. Coupled with the Marcus' show was 'Shanghai Madness' (Fox). The Michigan coupled Ladies Must Love with Ted Lewis. The RKO Downtown followed a bad third with 'Strike Me Pink' on stage and 'Brief Moment' on screen for a fair \$11,700.

The United Artists with 'I Loved a Woman' disappointed at \$5,000. The Fisher with a second week of 'Penthouse' was okay at \$6,600.

Michigan (P-P) (4,045; 15-25-35-40-55)—'Too Much Harmony' (Par) and stage show. Good biz, \$23,000, up from \$18,000 (RKO) (2,780; 15-25-35-40-55)—'Secret of the Blue Room' (U) and Ethel Barrymore and vaude show. Poor, only \$6,000. Last week 'Brief Moment' (Col) and 'Strike Me Pink' tab on stage, \$11,700.

United Artists (P-P) (2,018; 15-25-35-40-55)—'Emperor Jones' (UA) and stage show. Good biz, \$12,000. Last week 'Last Man' \$2,800. State (P-P) (3,000; 15-25-35-40-55)—'Golden Harvest' (Par). Poor at \$2,000. Last week 'Last Man' fair at \$2,000.

Fisher P-P (2,665; 15-25-35-40-55)—'Solitaire' (MG). Good for \$5,000, ok. Last week 'Penthouse' (MG), second run, \$6,800.

Gewisserr Herr Gran

(Continued from page 15) of present-day German legit actors, gives a thrilling representation of Tschernikoff, the wily old dealer in antiquities and other not so harmless merchandise.

Karl Hardt is a very sweet girl of today in the part of Viola Dolleen, and Olga Tschernikova as Mrs. Mervin, the beautiful spy, is excellent.

Walter Rilla, as the young painter and lover of Mrs. Tschernikoff, Hybert von Meyrink, as the funny assistant of Mr. Gran, Hermann Spielmann, as the good friend, Albert Schlotter, as minor villains and Fritz Odemar, as the tearful gentleman, all contribute equally to this success.

HOME, SWEET HOME (BRITISH-MADE)

Real-Art production, released through Radio Pictures, Ltd. Directed by George H. White. Cast: John Stuart, Marie Ney, Sydney Fairbrother and others. Running time, 74 mins. Previewed Prince Edward theatre, London, Sept. 24.

Just another quota picture that will get by nicely as second feature in the class B or C houses here. It will be miserably improved if quickened by cutting.

Mining engineer in South America, on eve of his departure for home, receives a letter from wife saying she is going off with another man. Last moment wife decides to change her mind, and drives back to her hotel where she is to meet the other man to tell him it is all over. On the way she has a motor accident and is carried to the hotel badly shaken. Husband traces her there and finds the other man, who has just been given the gate, but husband doesn't know it. Husband 'socks' him one, he falls, and reads sticks a nail and he is killed.

Husband on trial for life and wife, to secure for him light manslaughter sentence, goes on the stand and swears he had no hotel where she is to meet the other man. As theatres here must play their quota of native productions, this one is bound to reap a profit. *John.*

Capital in Capital B.O. Posish, Met 11G, 'Blue Room' \$19,000

Washington, Oct. 2. The two Warner houses are getting the breaks this week. 'Too Much Harmony' at Met is getting a full house for the off-center spot for the first time in ages. 'Secret of the Blue Room' hosted considerably by Barbara Stanwyck in person is pulling Earle out of a several-week slump beautifully.

Fox suffered when, after a big rally campaign Loew's cancelled 'Once Semper' at Met for a last minute and put in the Street Singer. Mix-up in stars hurt opening and with only so-so picture, 'Big Executive,' things aren't fair where a tremendous week had been expected.

Estimates for This Week
Earle (WB) (2,244; 25-35-50-60-70)—'Secret of the Blue Room' (Par) and vaude. Good my picture. Stanwyck in person and excellent supporting vaude sending house to big \$19,000. Last week 'Torch Singer' (Par) and repeat of Phil Spitalny's band got o. k. \$16,000.

Fox (Loew) (3,434; 15-25-35-50-60)—'Big Executive' (Par) and vaude. Street Singer substituting at last minute on stage for Almee Semple McPherson. That and fair picture giving so-so \$20,000. Last week 'The Day and Age' (Par) and 'Bowling Slavery' on stage. Little better with satisfactory \$17,600.

Met (WB) (1,588; 15-25-35-50-60-70)—'Too Much Harmony' (Par). Opened to a packed lobby and headed for beautiful \$11,000. Last week second of 'I Loved a Woman' (FN) held up oke with satisfactory \$3,500.

Palace (Loew) (2,363; 15-25-35-50-60)—'Stage Mother' (MGM). Headed for only fair \$8,000. Last week 'Pilgrimage' (Fox) did same.

Kathia (RKO) (1,588; 15-25-35-50-60)—'Lady for a Day' (Col). Doing second week o. k. but opposition may hurt, maybe \$9,000. Last week \$12,500 following big rally and with local radio acts on stage.

Rialta (U) (1,853; 15-25-35-50)—'S.O.S. Iceberg' (U). Opened with big premiere which coupled with nice send-off of its new reason by papers should net nice \$6,500. Critics paning story, but lauding photography and scenery to skies.

Columbia (U) (1,663; 15-25-35-40)—'Dr. Bull' (Fox). Return run should see oke \$2,500. Last week 'Shanghai Madness' (Fox) did very well by the little house with above average \$3,500.

Par, N.H., Goes Single Pic, 'Harmony' Big 12G

New Haven, Oct. 2. Paramount, going single feature with 'Harmony,' packed 'em at opening and ran an extra show. Little 'Three Little Pigs,' this being first recorded revival of a short in a deluxe first runner locally. Using special news paper to plug the short from the last angle.

College will roadshow 'Dinner at Eight,' \$1,650 top, bringing it in under \$2,450. Last week 'The Last Season' opening with 'Music in the Air.'

Estimates for This Week
Paramount (WB) (2,348; 35-50)—'Too Much Harmony' (Par). Set for some socko trade, \$12,000. Last week 'Three Corners Moon' (Par) and 'Last Man' (MG) got \$2,000.

Palace (Fox-Poly) (3,000; 35-50)—'Morning Glory' (RKO) and 'Big Brain' (RKO) with 'Three Little Pigs' revival. Oke to much \$2,900 clip. Last week 'Lady for a Day' (Col) and 'Ladies Must Love' (U) faded after swell start but still held up for an oke \$3,000.

College (Fox-Poly) (1,585; 35-50)—'The Day and Age' (Par) and 'Midshipman Jack' (RKO). Nice opening will help to good \$6,700. Last week 'I Loved a Woman' (WB) and 'Dance Girl' dance were eugary at \$7,300.

'Tarzan the Fearless' (35-50)—'College' (Fox-Poly) (1,585; 35-50)—'Blind Adventure.' Looks to reach good \$4,000 to the last week's 'Forgotten Men' (FD) and 'Living Devils' (RKO).

More Legal Moves by Electric, Decision Res'd

Wilmington, Oct. 2. Judge John P. Nields in Federal Court has reserved decision after hearing arguments today (Mon.) on a motion by defendants ERPI, A. T. & T. and W. E. in the anti-monopoly action brought by Stanley, Duvauc and General Talking Pictures (Deforest). Motion is preliminary to the final hearing in the suit on anti-trust charges in licensing talking picture producing and reproducing equipment, with ERPI as the central defendant.

Judge Nields recently handed down a temporary injunction decree against ERPI's basic licensing policies; especially against arbitrary replacement costs, servicing charges and tying agreements to picture distribution.

EXPLOITATION

By Epes W. Sargent

Tomtoms

For any of the African or South Seas pictures the tomtom is a good noise maker for the orchestra. It is appropriate as well. It is hardly wrong while to hire a boy to beat the drum and it is quite possible to get technical aid in the use of the tomtom, adapting the idea of the music box cylinder.

A tomtom can be promoted from the trap drummer, if there is an orchestra, or pushed into the foreground or hired from a music store. In a pinch a common snare drum with the snares muted with a cloth can be used.

This is securely fastened to a support, with a drumstick pivoted about two-thirds of its length toward the butt. It is provided with a spiral spring so adjusted that when the spring is at rest the head of the stick is about half an inch clear of the drum.

The rest of the apparatus is a two-gear wooden wheel with pegs stuck in at suitable intervals, with one space very much longer than the others. The pegs engage the butt of the stick, which is raised and then is pulled back by the spring. Momentum will carry it against the drumhead and then clear, and the sound, coming from behind the screen, is more even than that produced by a boy. The screen can be a mounted six sheet. Worth trying out.

Home Cooking

One of the deluxe theatres built in a comparatively small town in boom times was one of the first to shut when things tightened up. Recently it was reopened and the management went to the limit to impress the public with its parade of ostentation. Next step was to hop into the advertising with 'Why patronize a stuffy and crowded theatre when for only a few cents more you can enjoy the refinement of luxury at the Superb?'

It was having some effect until a nabe manager countered with a circular appeal to his patrons headed, 'Why eat at hotels and lose the home cooking?' The circular with 'Now and then everyone likes to go to some hotel or restaurant for a meal, not because it's better than home cooking but because it's different. But a little goes a long way. For a steady diet it's home cooking every time. At the Tivoli you get comfort without ostentation, attention without fuss, and a display of glittering but chilling display. You can select the seat you desire and not be told to sit on the other side of the aisle. In other words the Tivoli is a theatre for home folks who are not snobbishly demanding gold lace and cut glass. Why pay a few cents more for irritating pomp when you can really enjoy yourself for a few cents less? Two weeks after the circular the business went back better than the 20% it had lost when the downtowner was reopened.

Another Plague

Probably it will not last long, but at the moment a plague is collecting on a variant of the old stunt of weaving play or picture titles into a connected story. The new idea is to co-operate with the merchants and give the picture story working in his product. Punning is not only allowed, but encouraged. Sample atrocious rant:

George Garing (the grocer's name) had been sick and unable to rise from his bed to look after his flour for several days. Lying in his bed he felt at peace because all the world, but the last Thursday in store was not getting the sugar it took under his management. Worshipping made him peppery and it rubbed salt into his wounds to hear that his rival had pruned his prices to a new low mark! There was more, but that's enough to give the idea.

Made the rounds of the stores, and still they wanted more, so now he's suggesting towns in a certain 'estate, rivers, and other sources' must seem to keep a profitable idea alive.

Winners are shown in the lobby, decision being made on the number of items worked in, plus brevity. A story with 10 items in 30 words is better than the same number of 350.

Watch the Date

Most managers plan some sort of food matinee for the Saturday before Thanksgiving. It is an annual practice with most small houses, and it always wins praise. This year it should be remembered that Thanksgiving is not the fourth Thursday, but the last Thursday in the month, and that's the fifth recurrence of the day this year, falling on the 30th. Preparations should be made accordingly.

Food matinees have come to death for a time and have been severely dropped in most places, but the donation party should be revived and then the idea used at least again until the toy matinee for Christmas, when the donations are supposed to

be toys. Toy matinees, which is for a whole or not too badly broken toy, should be held sufficiently early to allow time for the renovation of the gifts. Little girls can be enlisted to redress the dolls with materials which can be procured from the dry goods stores. Boys will do the carpenter work and the gluing.

Spelling Bees

Exhibits asks the lockdown on running spelling bees, which indicates he never went to a country school where Friday afternoon was devoted to the spell down.

Several ways of working, with the best to suit different schools select teams, which come into competition. If there's only one grade school, it may be necessary to reach over into the next village or two. Can be worked as a single event or as a series. In the latter case each team gets a night and the winner and runner-up hold over for the finals. About 100 are picked from the entire school, with the exception of the dictionary or spelling book. Best to select some standard speller and give out the words in routine to avoid charge of favoritism, or the list of words can be selected from the dictionary and given out from this list with the same idea of having a set routine so that it may not be charged that the words were given to certain of the contestants. List should be of increasing difficulty to hasten eliminations.

Each entrant spells in turn. Missing a word eliminates that entry until only one is left to be declared the winner. Better, though, to have prize for the runner-up. Hold on an off night to bring the parents in and also helps to establish relations with the parent-teacher association.

Ties to Marriage

Strand theatre, N. Y., promoted the 'Mirror' for a stunt. 'I Loved a Woman' with the offer of \$50 to the oldest married couple in the city and the youngest; age and not pedigree counted. It also offered a pair of seats to every couple in the city with 50 years of married life, and for five days gave out 100 pairs of seats to the applicants for marriage licenses at the bureau.

'Mirror,' which is strong on stunts in the right way, gave nearly two columns a day to the offer and ran a couple of weeks of fine publicity for \$100 cash and some tickets. Paper, the up and was glad to obtain a follow-up, realizing that a hook to a theatre gave a better reaction than a stunt on its own.

Seasonable

'How to Make Your Coal Last Longer' was the seasonable appeal on a recent notice. Argument was that in the early fall days the furnace slide and bring the family down to the advertising theatre.

Even with coal at its present price the argument is hardly sound, but it does make an appeal to families which hate to start the furnace ahead of time and yet have a fire sitting around a chilled apartment.

This reminds of the stunt of a manager who had a deal with the two big coal companies to let him know whenever a broken boiler was being repaired. He had a special form letter suggesting that since the house had to be cold during the repair, he had an idea to come down to the theatre and get warm. With a tactfully worded note this has been getting a lot of business for one man.

Free Footballs

Small towns created a stir in announcing that he would give free footballs on a certain afternoon. First made the bald announcement, and a week later gave out the details.

Balls were to be tossed from the roof of a four-story building and become the property of whoever caught them. Stipulated that all contestants must be in football costume, with something to indicate the team in the case they played. It was decided that a strip of cloth with the name lettered would be sufficient.

At the time set he had a crowd of about 100 men and women, mostly men, watching from the sidelines, and every office window in the block was occupied. There was a large banner for the occasion featuring a display to hold their attention.

By police arrangement the space in front of the building was cleared for the contestants, and the balls began to come down as the first had been definitely awarded some boy, the chief of police himself acting as group, the boys caught for a week over the stunt, for about 40 kids participated, and they have plenty of action.

Calendars Due

It's about time to revive the old calendar idea. It does not appear to have been used for a long time, and yet it used to be a clean-up. Good for a special week or month, and good for a single picture, particularly a big one coming toward the end of the month.

A special calendar sheet is posted with the playdates of the big one in red and such copy around the sides as may be desired. No more, said as the picture is to be shown on those dates, and it should be kept a close secret until it is ready to be announced on the board, usually a week or 10 days in advance. Then the title is stripped into the dates and the whole advertising campaign is turned loose with the calendar the big idea in all displays. Meantime each day is marked off as it passes and if desired there can be a space above the sheet with a blank for the insertion of the number and 'days more' to make the message read '12 days more' or whatever the figure may be. Just one of those things that's still good, though it's been forgotten.

Sold 'Deluge' Extra

In connection with showing of 'Deluge' at Davis, management had a flock of youngsters who looked like newsboys going around the streets with signs in the 'Deluge' news manner, announcing in headlines, 'World Doomed, Deluge Hits New York.'

Kids shouted their wares in the regular newsboy manner and stunt created a lot of excitement, with flock of passers-by stopping the youngsters to buy papers.

Knows It Now

It doesn't always pay to be too hustling, as one exhibitor recently found out. When the NRA campaign was launched he booked 'Paranormal' and 'Thunderbird' and started in to whip it up for the Thunderbird.

Got him a big house, but when they found out he was hustling to get with the movement, they figured the manager was trying to kid Administrator Johnson's show, and they pouted. Cut the receipts materially, and it will be several months before the break is lived down. Most communities are touchy about NRA, and they will not stand for any kidding on the subject. That's something to be remembered.

BEHIND THE KEYS

Flushing, L. I. Jesse Lowenthal, long at Loew's Tri-Boro, Astoria, as assistant manager, and for some months at exploitation for Loew's North Shore houses, now in charge of Loew's Prosper, here. Martin Waldman, new assistant house manager at Loew's Tri-Boro.

Openings: Mysric and Midwest (formerly Winter Garden), Picher, Electric at Hennessey, Fox at Cement.

Changing management: New State, Idabel, from M. Terrill to B. McMillen; Savoy, Kingsfisher, Union, Savoy Amusement Co., to Dudley Tucker.

A merger of the operation of Warner Bros. and Regal theatres, the movie chains in Oklahoma City, reported.

Warner operate the Liberty, Empress and Folly, and also the Midwest, closed for past several months, and Regal Theatres operate the Criterion, Capitol, Victoria, Ritz and Circle theatres.

Willard Fawcett, former manager of Imperial (FP) at Sarnia, has been moved to manage Capitol theatre, St. Thomas. Sis Scott, former manager Capitol, St. Thomas, moved to Capitol, Windsor, Ont., and the former manager Capitol, Windsor, transferred to suburban house in Toronto. Rupert, who has moved to Sarnia to manage Imperial.

Newark. The De Luxe on South Broadway avenue was opened Sunday. Morris Feldman. The house has been rebuilt inside and out.

Rialto, formerly operated by Fred Shaver, leased to Public Regal manager Capitol, St. Thomas, moved to Capitol, Windsor, Ont., and the former manager Capitol, Windsor, transferred to suburban house in Toronto. Rupert, who has moved to Sarnia to manage Imperial.

Fort Wayne. In spite of passing through two sets of hands and now in a third group, the Capitol theatre will proceed to celebrate its third birthday anniversary this week. Erected under the Paramount-Public ban-

Just as a sample, a man got pushed out of a barber shop in a small town in New Jersey with only half a shave because he made what the villagers regarded as a dirty crack.

Elaborated

Columbia's 'Lady for a Day' stunt of the apple seller is pretty big in its own right, but the cheer leader of a second run theatre is planning to take the stunt even if the first run uses the gag and give it a new whirl.

He'll cut out the shopping trip, if the original user takes the stunt, otherwise that will go in, but in any event an apple seller will be taken to a fashionable home to live there for a day as on the original scheduled, but he'll hostess for a day will put on old duds and replace her at the apple stand. She's a real social light, with sufficient news interest to take the story into the papers a second time. She will sell apples, but the fruit will be donated by commission men and the receipts will go to help the charity. She knows the value of advertising, too, and is willing to help the theatre out to get her day nursery prominently mentioned.

That's something to mull over, with the additional thought that most social lights are almost as keen for newspaper publicity as the theatres.

Dancing Class

Nabe house has a new version of the dancing class. Teaches dancing from the stage with a 10-minute demonstration of the steps. Put on by the sign writer, who used to be a hooper, and his ostensible pupils are two good-looking girls in rehearsal romps.

All of the lesson is addressed to them, but it is phrased to tell the audience what to do. Gives a flash of flesh to the otherwise all film fodder, and at the same time seems to be taking hold with not only the kids but the adolescents. There's to be an 'examination' in the presence of the audience. If it goes over there'll be another during Lent.

Doesn't cost anything, as the two girls are learning and the sign man is only too glad to get a brief footlights moment now and then. Breaks the monotony of film and more film, and a lot more work. The just find it interesting.

ner, the house was later shifted to RKO which had control of the city then. Latest move is W. C. Quimby acquiring this attractive theatre under a long-term lease.

Ottumwa, Ia. Central States Theatre Corp. (A. H. Blank) has leased the Grand from the Main St. Realty Corp. and will open it Oct. 15 as a first run. New projection and sound equipment being installed. Arthur P. Owens will manage.

Canton, O. George Kraska, for three years manager of the Loew's Fine Arts theatre in Boston, has assumed management of Loew's theatre here, succeeding Adolph Buehrig, Jr., who goes to New York for reassignment.

Studio theatre, 550-seat house in Prescott, opened. Enterprise, representing investment of \$60,000, headed by Stetson Brothers, C. A. Caballero, Milt and Harry Arthur, Albert Stetson, manager.

Bronx, N. Y. Moses Silverman, his son, Dave, both formerly active in exhib circles here, have reentered the field with acquisition of the Parkway, formerly operated by the Picture Guild, of which the elder Silverman was a sole officer.

Loew's sole de luxe in the Bronx, the Paradise, now has a p. a. exclusively. Don Egan, of Valley, Allen continues handling the press for balance of Loew Bronx theatres.

Seattle. Bob Armstrong, publicity director for Jensen-von Herberg, resigned, to take post with Metro for 'The Sign of the Cross', which opened Metropolitan, Oct. 14. Armstrong will hereafter be on the MG press staff.

Morris Nimmer transferred by Evergreen from Paramount to Coliseum as manager, while Al Baker, Coliseum mgr., recuperates in hospital, following operation.

Hartford. Lloyd Foley and Lew Brown, Western Brothers poster artist to the RKO, closed in last week and are replaced by Charles Ford and Roy Oberg of Boston.

Encouraging Kicks

With the pigskin looming as a star counter-attraction, one college town has figured out a scheme to make it work for him. He has announced that if the team wins all of its games, each member will be given a pass to the show good until the end of the college year. If it drops only 20% there will be a pass for two months and a four man pass if the losses are held to one in 10. Figured that the students will regard the move as a real co-operation to be favorably varied by the non-athletic members.

Just before the game with the college's pet hate there will go up the annual nouncement that if they beat the detested rivals by two to one, the best girls can come in on the passes too. Not expected to determine the play, but it helps to jazz things up.

As a safeguard the coach will post the official team with the theatre to fore the first game played.

Slide issue will be a large score board in the lobby, giving the scores as the games are played.

Candlelight

Indie headmaster who is willing to pay to get an early house has a plan for the theatre. Every evening a half-inch candle in the box office. So long as the light burns the tickets are still two-bits, but when it flickers out it's up to 30c. Throwback to the old days when auctions were held by an 'inch of candle' with bidding ended when the wick flickered out. It's down to a half inch and used a small diameter wax, and a lot of people come down just to see if they can beat the taper.

Figure is better than a set time since with the latter too many come just before the deadline and kick if they are held in line. No argument about the glowing wick, and at the same time the crowd finds it a lot more interesting.

Not Yet

Neighborhood man who had been getting good results from pony contests figured that this time he was going up a bit and it might be a good idea to get another contest in before the Code shut down on giveaways.

He arranged for the contest, but the moment he started to advertise he was surprised to receive a flood of protests from parents.

Ten out of the 15 communications was about the same. Each mother figured her offspring would dash into the contest and there might be a chance that he would win. She didn't want even a small horse to support until times got better. Manager figured that while there were no actual tickets made, it was no more than a boycott.

He had new printing and announced that, owing to the almost universal demand, he would make it a bicycle, instead.

NRA Copy

Hooking up to the Blue Eagle, a resourceful hustler took extra space for a large advertisement and repeated his copy on a board on the main entrance. He was told to stop it. He headed with a cut of the emblem and a big type, 'We do our part.' Copy read:

'We do our part of the rent of this theatre.'

'We keep it warm and well ventilated.'

'We keep it sanitary and comfortable.'

'We supply good music, comedy.'

'And the best pictures we can procure.'

'We do our part.'

'All you have to do is to buy a ticket and come in and enjoy yourself.'

'Will you do your part?'

Rather a sketchy appeal, but it hoisted business by plenty, because it made people feel it was a patriotic appeal and not just a sales argument.

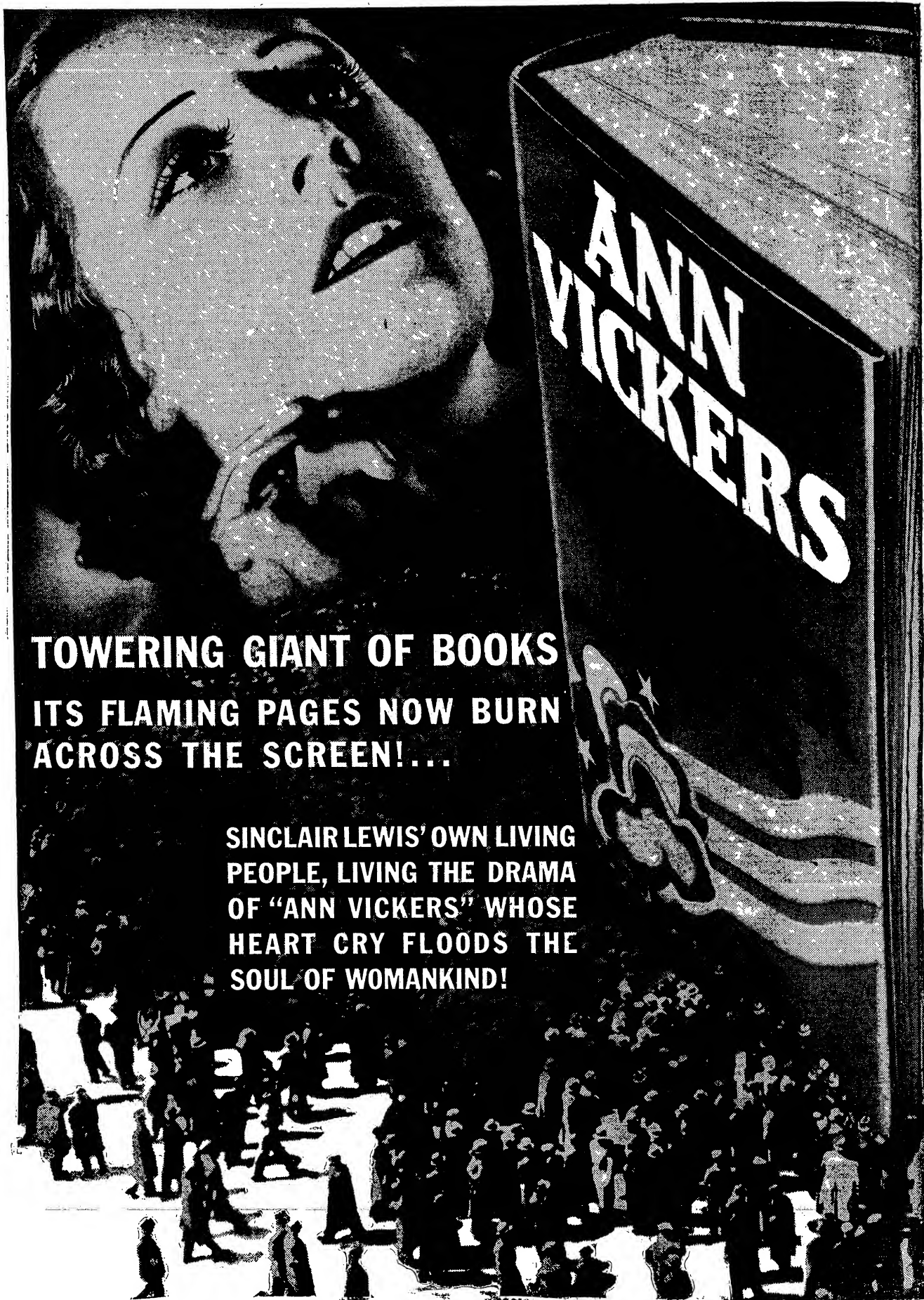
Three Gags

Dick Wright, of the Warner Strand, Akron, shoots in three newspaper columns which would not for him. None of the original, but all of them money makers, and that is far more important.

First is a hook-up page on 'She Had to Say Yes' which is more used using the title to apply to their wars. Even a dentist came in with she had to say 'yes' when asked if he liked his dental work. No physician, possibly, because the does make 'em say ah!'

Second was a color stunt on 'Tarzan' with a black and white in the classic of the series. To be rewarded with 150 tickets. Supplementing this a special page was inserted for the comic section with a 'Tarzan' sequence, but that used in the Principal release. Exact method of use is not explained, but apparently issued mid-

(Continued on page 62)



Starring

IRENE DUNNE ★ WALTER HUSTON

CONRAD NAGEL ★ BRUCE CABOT ★ EDNA MAY OLIVER



Directed by John Cromwell ★ A Pandro S. Berman Production
MERIAN C. COOPER, Executive Producer

North Dakota Exhib Fought Sunday Opening—Now He's in Doghouse

Minneapolis,

Floyd Junkins, operating the Isis theatre, Fargo, N. D., independent house, is persona non grata with the local film exchange crowd as well as fellow exhibitors in his own state.

Just before the special referendum election on Sunday films in North Dakota, Junkins, at his own expense, inserted a large display ad in the Fargo newspapers, urging voters to retain the Sunday show ban which has been in effect since 1911. He said in the ad that "right thinking" theatre owners desired to keep the sabbath holy and did not wish to have to work on that day.

To the Junkins' ad in large part is attributed the fact that Fargo, largest city in the state, gave a majority against Sunday movies and that the proposed amendment lost out by 443 votes, the state-wide count showing 80,337 opposed and 79,954 in favor of the proposal.

Local film exchanges had figured that Sunday movies in North Dakota would swell their exchequers substantially, giving them 52 additional play dates on the best business days of the week for theatres. North Dakota Exhibitors' association waged a vigorous campaign in the amendment's behalf, preliminary estimates having indicated that Sunday shows would mean hundreds of thousands of dollars in additional revenue for theatre owners in the state and save many wobbly exhibitors from ruin. Since the election it's said that Junkins has been getting so many cold shoulders from the trade that he is suffering from constant chills.

Half Liberal, Half Bigot
At the same time that North Dakota rejected Sunday films, it voted by a more than two to one majority to legalize the sale of 3.2 beer. Commenting on this seeming anomaly, the "Tribune" headlined editorially that "the state's voters were influenced by sordid motives." "The only available explanation of this contradictory attitude on the part of the North Dakota voters is the base, sordid, but always compelling one—the dollar," said the Tribune. "If the beer drinkers in North Dakota cannot drink their beer in their own state, they can for the most part drink it in some other state. There is Minnesota, Manitoba and Montana within Saturday afternoon distance by auto-

mobile to a large part of North Dakota's population. . . . The such considerations involved in the question of Sunday movies. A small majority of the voters are satisfied with six movie nights a week and there will be no great exodus out of the state on Sunday nights, when the North Dakota theatres are dark. There will be no tax revenue missed, as would be in the case of prohibited beer. So North Dakota, though it came into the Union as a dry state, will take its beer and spend its Sundays in some other form of recreation than the movies."

Frisco Ups Scales

San Francisco,

In the face of Marco's 40c top at the Orpheum, three competing Frisco houses have raised their prices.

Joe Leo has tilted the Fox from 15 and 25 to 25 and 35, accompanying a change in policy from double bills to single features and Ted Fiorito's band.

Fox-West Coast has upped the tariff at pair of theatres. Neighborhood El Capitan boosted nickel to 15c for nights, with stage show and first district run major product.

Downtown St. Francis, with dual ptx, also got a nickel raise to 30c matinees.

B&K 'Harmony' Hope

Chicago, Oct. 2.

After spending time and money and bringing Bill Pine to town to do special exploitation on "Too Much Harmony," B&K has withdrawn the flicker from the present release. Originally slated to start at the Oriental this week, flicker opening will be postponed at least three weeks and then go into the Chicago for one week.

Figure that there's more money in the flick than the Oriental would have delivered. Chicago's scale and capacity will allow for greater profit chances besides having the opportunity of being shipped to the Oriental or Roosevelt for holdover time.

Mi i Golf Died i ime

Wheeling, W. Va., Oct. 2.

Casting about for new taxes city council considered levies on theatre tickets and cigarettes, but soon gave up the idea.

Attorneys advised that the only such tax that the city could impose would be on miniature golf courses—of which there are none.

All But WB for Jones

Chicago, Oct. 2.

Aaron Jones has finally set for product for his loop grind Woods following the original backway from deals on the part of the exchange men.

All exchanges have come through with contracts, however. Only product out of the house will be Warners, Jones halting over the signature through percentage demands.

Stage Show, Film, 40c Crimps Exhibs' Ideas Of Minn. Scale-Upper

Minneapolis,

At a time when admission boosts are the order of the day in many other sections, theatregoers here are getting bigger entertainment bargains than ever, with the Orpheum this week probably setting a new zenith in the matter of lots of show for little dough.

At the Slinger house currently for 20c up to 2 p.m. you can see a big stage show, "Shuffle Along," with Eubie Blake and 50 others, and on the screen "Brief Moment," Pathe news; a Clark McCullough comedy and a chapter of "Tarzan the Fearless." After 2 p.m. and up to 6:30 p.m. it's two bits. From 6:30 p.m. to closing the price is 40c.

This is the first time that the Orpheum or any other house here has offered a stage show at its regular straight movie scale of 40c. Dope is that the Slinger house may continue to keep price down to this level for subsequent stage shows in order to entrench itself against Public's 4,200-seat Minnesota theatre, which is scheduled to reopen next month. Whatever the motive, it probably puts a crimp for the time being in the agitation among independent exhibitors to raise prices.

CHI WEST SIDE SHIFTS RELEASE WEEK OCT. 29

Chicago, Oct. 2.

Week of Oct. 29 has been designated by the local film row for the switch of the town to simultaneous release. Formerly the west side houses had to follow a week behind the north end and south side theatres.

Will mean that on that week west side houses will have twice as many pictures as necessary, having flickers of both week of 22nd and 29th. Will have to be absorbed in some manner, by sloughing some of them, adding a couple of changes for that week or easing in one extra picture a week for about a month or so.

'Footlight' Relights

Los Angeles,

Warners Western, dark several months because of rental difficulties with the landlord, reopens in about two weeks.

'Footlight Parade' will relight the house.

Exhib Held Guilty

London, Canada, Oct. 2.

H. C. Merritt, Windsor theatre owner and manager, was found guilty of criminal negligence by a supreme court, charged with manslaughter in connection with the death of Miss K. Armstrong of Los Angeles, fatally injured in an automobile accident. Sentence was deferred.

Miss Armstrong was a passenger in Merritt's car when it crashed into the rear of a truck-trailer.

Epidemic Ends

Youngstown, O., Oct. 2.

Lifting of the infantile paralysis ban here, which for three weeks kept children under 16 years of age from theatres and school, has stimulated theatre attendance.

Picture Possibilities.

'A Party'—Already Sold

'A PARTY' (Comedy; Brad & Nirdlinger; Playhouse). Metro bought the rights to this Ivor Novello play following its London engagement. Abel.

'Love and Babies'—Unfavorable

'LOVE AND BABIES' (Comedy; Cort). Treatise on babies that does not lend itself to the screen. No picture script possibilities.

'Come Easy'—Favorable

'COME EASY' (Comedy—Elizabeth Miele-Belasco). Not much of a play, but has the makings of a light comedy film about homey family life.

'The Blue Widow'—Unfavorable

'THE BLUE WIDOW' (Comedy, Shuberts, Morosco). Failed to impress either for the stage or screen.

'The Sellout'—Favorable

'THE SELLOUT' (Comedy, Theatre Craftsman, Cort). Not well enough prepared for stage but idea of tough racketeers muscling in on ad agencies might be hoked up for comedy picture. Ibee.

'Crucible'—Unfavorable

'CRUCIBLE' (Melodrama, Huban Plays, Forrest). Jail break story with a dope background. Too sordid. Ibee.

'Murder at the Vanities'—Par Has It

'MURDER AT THE VANITIES' (Carroll Musico-Keller—New Amsterdam). Hybrid 'Vanities' musical revue with murder mystery meller. Novel idea. Paramount has the screen rights through the legit underwriting and will probably correct its stage deficiencies by bolstering the meller aspects and playing down the musical end. Abel.

'Heat Lightning'—Favorable

'HEAT LIGHTNING' (Melodramatic comedy, Abbott Dunning, Booth). Story set in Southwestern desert with plenty of chance for color and some comedy in the rounding up of a fugitive city bandit. Ibee.

'Double Door'—Favorable

'DOUBLE DOOR' (Melodrama, Potter & Haight, Itz). Interesting story of intrigue of a wealthy spinster.

'Amourette'—Unfavorable

'AMOURETTE' (Peters & Spiller—At Henry Miller). Fragile costume comedy set in New England of 1840. Lack of substance and theme of religious hypocrisy, disqualify it for screen use, regardless of costume angle. Rush.

'Kultur'—Unfavorable

'KULTUR' (Satire—Mansfield—J. J. Vincent). All about the wickedness of the Nazi regime, but neither funny enough, nor strong enough to get any reaction. Certainly not for films. Kauf.

'Sailor, Beware'—Favorable

'SAILOR, BEWARE' (Farce—Lyceum—Courtney Burr). Farce along familiar Flagg. Quirt lines about the sailor who chases and falls. Ought to be bigger as legit than film, but will make a fair flicker. Kauf.

'Hold Your Horses'—Favorable

'HOLD YOUR HORSES' (Musical, Shuberts, Winter Garden). Should be a sure thing for screen, especially if comic contraptions by Joe Cook were included. Ibee.

All-Russe Tie-In For Philly Arty Sure of 6,000 Wkly.

Philadelphia, Oct.

Newest thing in art theatres is the Phil-Kino here which is the second U. S. house to go 100% Russian. Theatre was formerly called the Little and Vogue, and now has all Aminko and other Russian product signed up exclusively for first-run showing in this city.

Management has concluded a tie-up with the Communist party and affiliated organizations, including the Friends of Soviet Union, U. S. Congress Against War, etc. About 6,000 tickets are claimed disposed of weekly to these organizations with a 6c kickback to the clubs and groups involved. Means not only that the clubs and groups help dispose of healthy chunks of tickets to bolster their own treasuries but that the theatre can slough on advertising and mailing lists.

Cincy's Classy Cinema

Cincinnati, Oct. 2.

One of those "you-must-come-over" cinemas, the Mayfair, nee Ufa, 300-seater in the Masonic Temple, opened yesterday with 'Waltz Time.' Smallie has undergone arty revamping. Customers are given java and cigs in lounge. Scale is 33-44. Indie and foreign films will be screened for week runs and longer when trade warrants.

Operator is Morris Segal, head of Majestic Picture Palace of Ohio, with headquarters here. Segal holds five-year lease. Kathryn Turner, former English instructor at University of Cincy, is combo manager and p.a.

Intimate house offered mostly German ptx in past two seasons and was tenanted by Universal during past summer for 12-week showing of 'Be Mine Tonight.'

2 THEATRES BLAZED

Berwick, Pa., Oct. 3.

Strand, operated by a receiver, J. M. Harry, destroyed by fire; loss, \$125,000; insurance, \$40,000. The Palace, same block, was damaged to the extent of \$8,000, fully insured. Other business properties suffered considerable losses.

Cause of the blaze is unknown.



The New York
Paramount
Presents

EMERY DEUTSCH
and His Gypsy Violin

MORE THAN
AN M.C.
A SHOW IN HIMSELF

STAN MEYERS
AT THE
PARAMOUNT
BROOKLYN
INDEFINITELY

MR. PRODUCER:

I Have
A WELL

NEW IDEAS

Anything from a Story, Situation or Script for Subjects, Comedies or Super-Specials.

AVAILABLE AT ONCE
Address replies to Box No. 6,
Variety, 6282 Hollywood Boulevard,
Hollywood, Calif.

JAN RUBINI
AND HIS ORCHESTRA
...Packing the house with
original overtures...
WARFIELD THEATRE
SAN FRANCISCO
INDEFINITELY

"Smart and as Up to Date as the NRA"—says "Variety"

ROSETTE AND LUTTMAN
CAPITOL, NEW YORK, LAST WEEK (Sept. 22)

("Variety," Sept. 26)
CAPITOL, N. Y.

Sailed on the
S. S. PARIS
Friday, Sept. 29

New York, Sept. 22.
Smart is the word for Rosette and Luttman, who dance with the ballets. In particular their staccato rhythms performed with arms and shoulders are arresting. Turn is as up to date as the NRA.

ing at the
IUM
London, Oct. 9

European Representative
FOSTER AGENCY, LONDON

Direction
DICK HENRY—CURTIS-ALLEN OFFICE

MATTY KING Presents

KING, KING AND KING

(The Ori inal)

"TAPPING TO THE KING'S TASTE"

Just returned from Hollywood...Appeared in pictures for M-G-M and Universal

This Week (Sept. 29) CAPITOL, New York

Direction WM. MORRIS AGENCY

NOT CROWING... *and now* MUST GROWING

Joe COOK

joins

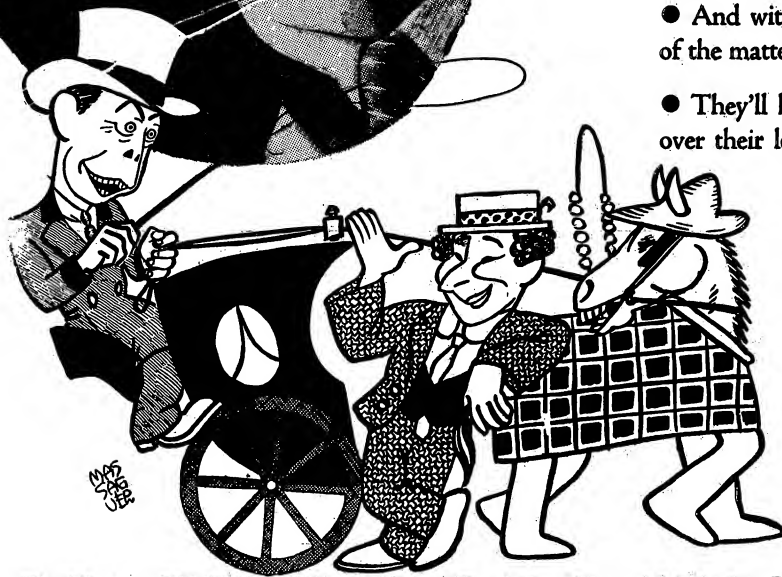
**the ever-growing
"who's who" of
FOX manpower!**

● To star in two a year for FOX...the first to start production this coming spring.

● Joe Cook... merry maestro of nonsense and cock-eyed machinery... star of "Rain or Shine", "Earl Carroll's Vanities", "Fine and Dandy"... topping them all with his current Broadway smash "Hold Your Horses."

● And with him, stooge Dave Chasen... of the matted hair, wild eyes, waving palm.

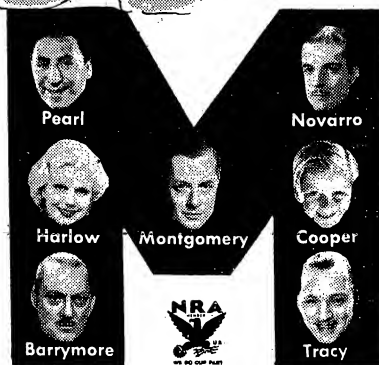
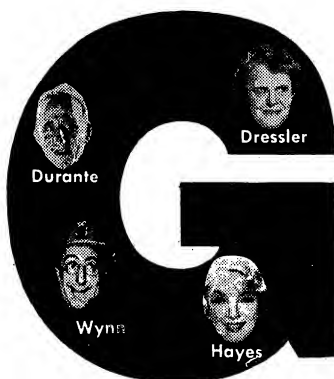
● They'll lift your mortgage and throw it over their left shoulder.



JOIN THE UPSWING WITH FOX



"GENTLEMEN! QUALITY CANNOT BE CODED!"



CALENDAR OF CURRENT RELEASES

Pathe Studios.
Culver City, Cal.
Allied : 729 Seventh Ave., New York, N. Y.
Dude Bandit. The Western story of redistribution. Hoot Gibson. Geo. Melford. 65 mins. Rel. May 1. Rev. June 27.
Lighting Parson. The Hoot Gibson is mistaken for a revivalist. Marceline Day, Ethel Wales. Dir. Harry Frazer. 66 mins. Rel. May 22. Rev. Aug. 6.
Shriek in the Night. A mystery murder story. Arthur Hout. Dir. Albert Ray. 65 mins. Rel. July 25.

Harold Auten : 1540 Broadway, New York, N. Y.
Companion Wanted. (Dubbed French.) Romance with music and singing. Visualized the dream of a spirited young girl. Annabella, Jean Murat, Duvalles. Dir. Joe May. 88 mins. Rel. June 3. Rev. June 6.
Footsteps in the Night. (British.) Based on the mystery novel by Mrs. C. Fraser. Mystery story of a rudely interrupted honeymoon. Benita Hume. Dir. Maurice Elvey. 59 mins. Rel. April 15. Rev. May 16.
Savage Gold. Commander Dyott's thrilling adventures with savage hunters. Comm. Dyott. Dir. Commander George Dyott. 67 mins. Rel. Aug. 8.
Woman in Bondage. (British.) Triangle story with new ideas. Betty Stockfield, Owen Nares. Dir. Basil Dean. 72 mins. Rel. Nov. 19, 1932.

Chesterfield : 1540 Broadway, New York, N. Y.
By Appointment Only. (Invincible.) A man's man who was a woman's doctor. Lew Cody, Sally O'Neill, Aileen Fringle. Dir. Frank Strayer. 65 mins. Rel. July 7.
Dance, Girl, Dance. Musical drama. Alan Dinehart, Evelyn Knapp, Ada May. Dir. Frank Strayer. 69 mins. Rel. Sept. 1.
I Have Lived. A girl's attempt to live down her past. Allan Dinehart, Anita Page, Allen Vincent. Dir. Rich. Thorpe. 65 mins. Rel. June 15. Rev. Sept. 12.
Man of Sentiment. How an old man holds a family together. Marian Marsh, Owen Moore, Wm. Bakewell, Christian Rub. Dir. Rich. Thorpe. 67 mins. Rel. Sept. 15.
Notorious. But Nice. Story to come. Marian Marsh, Betty Compton, Donald Dillaway. Dir. Rich. Thorpe. 67 mins. Rel. Aug. 1.

Gower at Sunset.
Hollywood, Cal.
Columbia : 729 Seventh Ave., New York, N. Y.
Ann Carver's Profession. Woman lawyer saves her husband in a murder trial. Fay Wray, Eugene Raymond. Dir. Eddie Buzzell. 71 mins. Rel. May 26. Rev. June 10.
Below the Sea. A thrilling tale of treasure on the ocean floor. Ralph Bellamy, Fay Wray. Dir. Al Rogell. 79 mins. Rel. April 25. Rev. June 6.
rief Moment. A romance that flared and flickered in one brief, rapturous moment. Blazing into the life of a young man. Carole Lombard, Gene Raymond, Monroe Owsley. Dir. David Burton.
icous Queen Murder. The murder under the 'Big Top.' Adolphe Menjou, Greta Nissen. Dir. Roy William Neill. 66 mins. Rel. April 10. Rev. May 9.
Cocktail Hour. Girl illustrator narrowly escapes missing the right man. Bebe Daniels, Randolph Scott. Dir. Victor Schertzinger. 73 mins. Rel. June 5. Rev. June 6.
Dangerous Crossroads. A roaring romance of the rails. Chic Sale, Diane Sinclair, Jackie Searle. Dir. Lambert Hillyer. 69 mins. Rel. July 15.
Lady for a Day. It lives the lives of its characters. It breathes romance, tears, comedy and unexpected surprises. Warren William, May Robson, Guy Kibbee, Glenda Farrell, Frank Coney. Dir. Roy William Neill. 66 mins. Rel. June 15. Rev. July 15.
Night of Terror. Bela Lugosi and his haunting eyes—blood-curdling suspense—mysterious disappearances. Bela Lugosi, Sally Blane. Dir. Benjamin Stoloff. 65 mins. Rel. April 24. Rev. July 27.
Rusty Rides Alone. Tim McCoy curbs crime at every turn with his ever-faithful police dog pal. Tim McCoy, Barbara Weeks. Dir. D. Ross Lederman. 68 mins. Rel. May 26.
Soldiers of the Storm. The first film featuring the U. S. Border Patrol and the part played by planes. Regis Toomey, Anita Page. Dir. D. Ross Lederman. 68 mins. Rel. May 26.
Unknown Valley. A full-of-flight western drama, replete with unique situations. Buck Jones, Cecilia Parker. Dir. Lambert Hillyer. 69 mins. Rel. May 6.
What Price Innocence. Story of a girl who didn't know. Jean Parker, Willard Maer. Dir. Willard Mack. 64 mins. Rev. June 5.
Woman's Fate. A swartling overlord of the old fields. Jack Holt. Fay Wray. Dir. Irving Cummings. 69 mins. Rel. May 1. Rev. July 4.
Wrecker. The season's timeliest story, with the recent California earthquake. Jack Holt, Genevieve Tobin. Dir. Albert Rogell. 72 mins. Rel. July 10. Rev. Aug. 9.

First Division : 1600 Broadway, New York, N. Y.
Releases Also Allied, Chesterfield and Monogram
Avenger. The district attorney seeks revenge on the gang which 'framed' him to take a prize in prison. Robert Ames, Claude Gillingwater. Dir. Edgar Allan. 78 mins. Rel. Sept. 15.
Jack Beauty. Anna Sewell's famous book. Esther Ralston, Alexander Kirkland, Gavin Gordon, Hale Hamilton. Dir. Phil Rosen. 65 mins. Rel. July 15.
Dassau. Life, customs, morals, habits and whatnot as lived by the penguin birds on 'Penguin Island.' Cherry Kearton produced and directed. Two running times: 38 mins. and 51 mins. Rel. June 15.
Devil's Mate. A condemned man, on the verge of execution, is mysteriously murdered. Peggy Shannon, Preston Foster. Dir. Phil Rosen. 66 mins. Rel. Sept. 1.
Dude Bandit. A clumsy coward turns to the disguise of a romantic dude bandit and solves a murder. Hoot Gibson, Gloria Shea. Dir. George Melford. 65 mins. Rel. July 15.
Forgotten. A kindly Jewish immigrant father, cast off in his old age by his sons, brings them to their senses. Jane Cagney, William Collier, Jr., Lee Kohlman, Natalie Moorhead, Jean Hersholt. Dir. J. Richard Thorpe. 67 mins. Rel. Aug. 1.
Fugitive. The secret service agents on the trail of a half-million dollar mail robbery. Rex Bell, Cecilia Parker. Dir. Harry Frazer. 58 mins. Rel. Sept. 15.
I Have Lived. A roadway stage star is faced with blackmailers on the eve of marriage to wealth and love. Anita Page, Allen Vincent, Alan Dinehart. Dir. R. Thorpe. 69 mins. Rel. Oct. 1.
Is Bride. A murder suspect is shipwrecked, with his captors, in the jungles. Anita Page, Charles Starrett. Dir. Harry Hoyt and Albert Kelly. 62 mins. Rel. May 25. Rev. May 26.
Love Is Like That. A seventeen-year-old youngster gets mixed up in a couple of domestic tangles and a near-murder mystery. John Warburton, Rochelle Hudson. Dir. Richard Thorpe. 66 mins. Rel. May 1. Rev. May 8.
Notorious But Nice. Driven from the man she loves, a girl finds solace in a loveless marriage with the king of the underworld. Marian Marsh, Betty Compton, Donald Dillaway, Rochelle Hudson. Dir. Richard Thorpe. 74 mins. Rel. Oct. 1.
Over Twist. The famous Charles Dickens classic. Dickie Moore, Irving Pichel, William Boyd, Alec Francis, Doris Lloyd, Barbara Kent. Dir. William Cowan. 74 mins. Rel. May 1.
One Year Later. A young couple start their honeymoon on a train, and the following year finds them on the train under different circumstances. Mary Brian, Donald Dillaway, Russell Hopton, Will and Gladys Ahern, Jackie Searl. Dir. E. Mason Hopper. 65 mins. Rel. Oct. 15.
Phantom Broadcast. A radio crooner attains phony fame when his accompanist secretly does his singing for him. Ralph Forbes, Vivienne Osborne, Pauline Garon. Dir. Phil Rosen. 71 mins. Rel. Aug. 1.
Return of Casey Jones. A young engineer surmounts his difficulties through the spiritual influence of the hero of his boyhood. Charles Starrett, Ruth Hall, Jackie Searle. 61 mins. Rel. J. P. McCarthy. Dir. July 10. Rev. July 16.
Sensation Hunters. A collage girl finds herself stranded in Panama. Arline Judge, Marlon Burns, Preston Foster. Dir. Charles Victor. Rel. Sept. 15.
Shriek in the Night. A murder mystery in a swank Park Avenue apartment house. Ginger Rogers, Lytle Talbot. Dir. Albert Ray. 67 mins. Rel. June 15.
Skyways. Adventures of a hot-tempered aviation pilot who gets into one scrape after another. Lew Collins. 62 mins. Rel. Sept. 15.
Shlnx. The. A deaf mute and his twin brother are implicated in a series of crimes wherein four stock brokers are murdered in the same manner. Lionel Atwill, Sheila Terry, Paul Hurst. Dir. Phil Rosen. 62 mins. Rel. July 2.

These tabulations are compiled from information supplied by the various production companies and checked up as soon as possible after release. Listing is given when release dates are definitely set. Titles are retained for six months. Managers who receive service subsequent to that period should present a copy of the calendar for reference.

The running time as given here is presumably that of the projection room showings and can only approximate the actual release length in those states or communities where local or state censorship may result in deletions. Running time in the reviews as given in 'Variety' carry the actual time clocked in the theatre after passage by the New York state censorship, inch pictures are reviewed only actual theatre showings.

While every effort is made to hold this list accurate, the information supplied may not always be correct, even though official. To obtain the fullest degree of exactness 'Variety' will appreciate the co-operation of all managers who may note discrepancies.

Hollywood

(Continued from page 6)

hor new year, 'It Ain't No Sin,' for Paramount.
Howard Emmett Rogers and the wife have agreed to dismiss divorce complaint.
William Kernell and Paul Perez are scripting an untitled or at Fox.

Sally Balke, Suspended

Sally Balke suspended without salary on her contract at Fox, following refusal to work in 'Jimmy and Sally' with Jimmy Dunn.
Sol Wurtzel has given George Marshall supervision of 'Heir to the Throne' for Fox. Movie 'O'Brien, and 'Murder in Trinidad.'

More than 250 film folk honored Walter Disney with a dinner at the Writers' Guild on Mickey Mouse's fifth birthday.

Edward Small produces 'Joe Paolooka' for Reliance at Pathe studios.
Fox lining up stars and featured players for Fox Movie Follies of 1934, which Lew Brown produces.

John Howard Lawson at NRA hearings advises Screen Writers' Guild that talk of salary control board is nil gesture.

Robert Lord, Warner supervisor, has Charles Burkett, former assist football mgr., at Princeton.

Hal Roach figuring on Mae Busch and Patsy Kelly for Laurel and Hardy's comedy, 'Fraternally Yours.'

Alexander Panagos, who W.C. will reopen Hollywood Pantages in two weeks, with Rodney Pantages, managing.

Carole Lombard and George Raft teamed in 'Paris Beloved' based on life of Maurice, the dancer.

H. O. Comstock, Pasadena hotel man, leased L. A. Jockey club at Santa Anita, put in Arcadia, and expects to get horse racing under way by Feb. 1.

To test prospect of westerns in the state right market, Willis Kent has completed 'Texas Tornado,' with Lane Chandler and Doris Hill.

Par's title on girl and bed pic is 'Girl Without a Room,' after having merry-go-round with Hays office.

Harry Lustig, manager of Warner Brothers exchange, on a swing around several west coast towns.

Souza's MG March

Charlotte Souza, German gal here for a year on Metro's contract list, gets her first break in Par's 'I'll Without a Room.'

'Ira Simmonds and Stanley Simmonds' will handle distribution of new film 'Texas Tornado' to be made by Edgar George Ulmer.

Grid Reel

Hollywood, Oct. 2.
Sam Wood and Norman Sper have assembled a three reel football picture which will be distributed by Sol Lesser's Principal Picts.
Coaches Howard Jones, Tom Lieb, Hunk-Anderson and Dick Hanley explain their systems and plays, and the picture winds up with the entire last quarter of the USC-Notre Dame game of 1931.

MARLENE-JOSEF COMBO

'Scarlet Parade,' Josef von Sternberg directing, will be the first of the two Marlene Dietrich pix for Par this season.

Strange People. Thirteen men and women, twelve of whom recognize each other as members of a murder jury, find themselves gathered in the home of the murdered man, near the scene of a stormy night. John Darrow, Gloria Shea, Hale Hamilton. 64 mins. Rel. June 15.

Studios: : 321 W. 44th St., New York, N. Y.

First National
Bureau of Missing Persons. Comedy-drama based on the activities of this little known department. Betty Davis, Lewis Stone, Pat O'Brien, Allen LeRoy. 64 mins. Rel. April 22. Rev. May 30.
Hugh Herbert. Dir. Roy del Ruth. 71 mins. Rel. Sept. 16. Rev. Sept. 18.

Central Airport. A tri le in the aviation game. Richard Barthelmess and Sally Eilers. Dir. 'William A. Wellman.' Rel. April 15. Rev. May 9.
Elmer the Great. Baseball story. Joe E. Brown, Patricia Ellis. Dir.

Goodbye Again. From the play. Comedy of a famous author who meets up with an old flame who is married. Warren Williams, Joan Blondell, Genevieve Tobin, Hugh Herbert. Dir. Michael Curtiz. 66 mins. Rel. Sept. 9. Rev. Sept. 9.

Heroes for Sale. Post war activities of American vets. Ich. Barthelmess, Loretta Young. Rel. June 17. Rev. July 25.

I Loved a Woman. Based on novel by David Karnes. Story of the affairs of an industrial leader and an operatic star. Edward G. Robinson, Kay Francis, Genevieve Tobin. Dir. Alfred E. Green. 95 mins. Rel. Sept. 23. Rev. Sept. 26.

Lilly Turner. Slide shows and grifters. Ruth Chatterton, Geo. Brent, Frank McHugh. Dir. William A. Wellman. 65 mins. Rel. May 13. Rev. June 20.

Little Giant. The Robinsons as a comedy gangster. E. G. Robinson, Mary Astor. Dir. Roy del Ruth. 70 mins. Rel. May 20. Rev. May 26.

She Had to Say Yes. Comedy-drama of a 'customer' girl. Loretta Young, Lytle Talbot, Regis Toomey, Winnie Lightner. Dir. Busby Berkeley and George Amy. 64 mins. Rel. July 15.

Wild Boys of the Road. Drama of the 'orphans of the depression.' Frankie Darro, Dorothy Connon, Rochelle Hudson, Ann Hovey. Dir. William A. Well. 66 mins. Rel. Sept. 30. Rev. Sept. 26.

Studios: Fox Hills, Hollywood, Cal. : 850 Tenth Ave., New York, N. Y.

Adorable. Original. With music. Janet Gaynor, Henry Garat. Wm. 55 mins. Rel. May 15. Rev. May 19.

Arizona to Broadway. James Dunn, Joan Bennett. Dir. 71 mins. Rel. June 30. Rev. July 25.

Berkeley Square. From the stage play of the same title. years type of play. Leslie Howard, Heather Angel. 79 mins. (roadshow time). Rel. Nov. 19. Rev. Nov. 26.

Best of Enemies. The. Racial conflict comedy. Buddy Rogers, Marian Nixon, Joe Cavertown, Frank Morgan. Dir. Rian James. 72 mins. Rel. June 26. Rev. July 10.

Charlie Chan's Greatest Case. Another adventure of the Chinese sleuth. Warner Oland, Heather Angel. Dir. Hamilton MacFadden. Rel. Sept. 15.

Devil's in Love. The. Harry Harvey novel. Foreign legion yarn. Victor Jory, Loretta Young, Vivienne Osborn. Dir. Wm. Dieterle. 70 mins. Rel. July 21. Rev. Aug. 4.

Doctor Bull. From the novel 'The Last Adam.' 'Ill Rogers, Louise Dresser. Dir. John Ford. 76 mins. Rel. Sept. 22.

Five Cents a Glass. Love, music and beer. Buddy Rogers, Marian Nixon. Rel. June 20.

F. P. 1. (British made.) Futuristic plane landing field in mid-ocean. Conrad Veidt, Leslie Fenton, Jill Esmond. Dir. Karl Hartl. 75 mins. Rel. July 28. Rev. Sept. 19.

Good Companions. The. (British made.) From the Priestly novel of an English concert troupe. Jessie Matthews. Dir. Victor Saville. Rel. Sept. 1.

Hallo Sister. Stage play. Jas. Dunn, Boots Mallory, ZaSu Pitts. 60 mins. Rel. April 14. Rev. May 9.

Hold Me Tight. Love in a department store. Jas. Dunn, Sally Eilers. Dir. David Butler. 71 mins. Rel. May 26. Rev. May 26.

I Loved a Woman. Stage play of four tangled lives. Warner Baxter, Elissa Landi, Victor Jory. Dir. Henry King. 75 mins. Rel. June 16. Rev. June 20.

It's Great to Be Alive. An only man in a world of beautiful women. Raoul Roulien, Gloria Stuart, Robert Munday. Dir. Alfred Werker. 68 mins. Rel. June 2. Rev. July 11.

Last Trail. The. Zane Gray story. Geo. O'Brien, El. rendel, Cl. re-Trevor. Dir. James Tilling. 60 mins. Rel. Aug. 25.

Life in the Paw. Zane Gray story. Cowboy saves girl's brother from bandit gang. George Raft, Claire Trevor, Greta Nissen. Dir. Louis King. 62 mins. Rel. July 7.

Man Who Dared. The. Imaginative biography based on life of Anton Cermak. Gordon Foster, George Johann. Dir. Hamilton MacFadden. 77 mins. Rel. July 14. Rev. Sept. 12.

My Lips Betray. Lillian Harvey's second U. S. release, but the first made. From the play by John Baderson. Lillian Harvey, John Boles, El Brendel. Rel. July 10. Rev. Nov. 10.

My Weakness. Musical. Lillian Harvey, Lew Ayres. Dir. David Butler. mins. Rel. Sept. 23. Rev. Sept. 26.

Paddy the Next Best Thing. From the stage play. Janet Gaynor, Warner Baxter. Dir. Victor Lachman. 75 mins. Rel. Aug. 18. Rev. Aug. 22.

Pilgrimage. Mother love story. new angle. From the I. A. R. Wiley story. Henrietta Crossman, Heather Angel, Norman Foster. Marian Nixon. Dir. John Ford. 95 mins. Rel. Aug. 18. Rev. July 18.

Power and the Glory. The. Jesse Lasky's 'narrative' story. A man's career in film. Spencer Tracy, Colleen Moore. Wm. W. K. Howard. 87 mins. Rel. Oct. 6.

Shanghai Madness. Magazine story by F. H. Brennan. River pirates on a Chinese stream. Spencer Tracy, Fay Wray. Dir. John Blystone. 63 mins. Rel. Aug. 18. Rev. Nov. 10.

Smoky. From the novel by Will James. Victor Jory, Irene Bentley, Francis Ford. Dir. Eugene Forde. Rel. Oct. 27.

Trick for Trick. Stage play of same title. Ralph Morgan, Victor Jory, Sally Eilers. Dir. Hamilton MacFadden. 68 mins. Rel. April 21. Rev. June 13.

Walls of Gold. From Kathleen Norris' novel. Sally Eilers, Norman Foster. Dir. Kenneth MacKenna. Rel. Oct. 13.

Warrior's Husband. The. Stage play by Julian Thompson. An Amazon who had a heart. Elissa Landi, Marjorie Rameau, Ernest Truex, David Manners. Dir. Arthur Lang. 74 mins. Rel. May 12. (Lasky production.) Rev. May 16.

Worst Woman in Paris. The. Lasky production for Fox. Title is explanatory. Benita Hume, Adolphe Menjou, Helen Chandler. Dir. Monty Bell. Rel. Oct. 19.

Zoo in Budapest. Original. Mystery story in a foreign zoo and an animal. Loretta Young, Gene Raymond, O. P. Heggie. Dir. Rowland V. Lee. R. 44 mins. Rel. May 2. (Lasky production.)

Freuler Associates

co: R.K.O. Bldg., New York, N. Y.
Easy Millions. Original. Reputed millionaire loses his job on an inheritance and almost dies as a result. Betty Gallagher, Dorothy Burgess. Dir. Fred Newmayer. 57 mins. Rel. June 30. Rev. Sept. 26.

Kiss of Araby. Original. Sahara story of British army and RI interest. Maria Alba, Walter Byron, Claire Windsor. Dir. Rel. April 21. Rev. Oct. 1.

War of the Range. Tom Tyler western. Ir. J. P. McGowan. 60 mins. Sept. 22.

Majestic

Idg., Radio City, New York City
Cheating Blanches. (Equitable.) Twin sisters tangled in a murder mystery. Thelma Todd, Raife Harolde. Dir. Jos. Levering. 65 mins. Rel. April 1. Rev. May 23.

Curtain at Eight. Story of a murder mystery by Octavus Roy Cohen. C. Aubrey Smith, Dorothy Mackall, Paul Cavanagh. Dir. E. Mason Hopper. 72 mins. Rel. Oct. 1.

Gun Law. Western. Jack Hoxie, Betty Boyd. Dir. Lew Collins. 63 mins. Rel. April 15.

Sing, Sinner. Sing. Torch singer marries a millionaire. Paul Hyslop, L. Howard Christy. 74 mins. Rel. Aug. 1.

Trouble Busters. Western. Jack Hoxie, Lane Chandler. Dir. Lew Collins. 65 mins. Rel. May 15.

The Sin of Nora Moran. Woman is framed to shield the 'higher-ups.' Zita Johann, Alan Dinehart, Paul Cavanagh, John Miljan. Dir. Phil Goldstein. Rel. Sept. 1.

The World Gone Mad. Story behind prod. Evelyn Brent, Nell Hamilton. Dir. April 1. Rev. April 18.

(Continued on page 29)

Going Places

(Continued from page 22)

one lush garment, only to put on a lusher—to the accompaniment of despairing sounds and attitudes indicating the breaking-up of her heart. Miss Lombard has married a millionaire playboy, and he doesn't want to be a bookkeeper, which makes her very sad. Con- victions in for more of a trouncing than it thought.

Miss Lombard's clothes carry on, however, full of ideas for the use of fox. Red fox can be fashioned into a monk's cowl collar and slung gracefully over a traveling coat. Silver fox makes a fishu for a beige cloth dress, tied in back after doing its bit for the new 'chesty' silhouette. Of course there are saibes, but Miss Lombard feels rather conventional about them. She likes a lot of them of course, but worn in the regulation way. That's her attitude toward armhole ruffles for evening dresses too. If they're put on in extravagantly billowing masses, the sheer size of them may distract attention from the fact that at last, goody goody, they're dated.

Alice in Hustleland

Alice Brady is playing pretty hard lately—it seems scarcely a picture leaves the Metro lot these days without her name tucked somewhere in its credit list, and so it is at times she appears a bit hysterical in 'Stage Mother,' poor thing, maybe she's tired.

She ought to be, for the way she takes her ar'. Miss Brady doesn't just walk up to a picture role; she rushes it, attacks it, sinks her teeth into it, shakes it around, and her very last bit there's in it. When it's a comedy part it thrives on her broad treatment, but 'Stage Mother' is meller, and meller's got to have restraint else it grow embarrassing in these toughened times.

It's a gaudy lady she's playing, and when Miss Brady is amused by her—when for instance she's demonstrating songs behind a music counter—then she's lusty and alive, but when Miss Brady considers her tragically put upon, she explains it in such resounding notes that the elegance of the situation vanishes unnoticed in watching Miss Brady do her stuff.

Maureen O'Sullivan, bright child, goes along quietly and unaffected, charming and restful by contrast, wearing very nicely the smart little suit of Adrian. The designer for her showing the little girls who look like her how they might best do their hair. They must not brush their locks off their foreheads and away from their face, she proves while doing it herself, but rather pull it forward and over the bang, as she demonstrates later in the film. At the same time they might head her pronunciation; it's very pleasant and winning, and even good little girls should try to be just as winning as ever they can.

No Jazz

'Waltz Time' was made in England, where it's all so much more leisurely than it is here, where an actress can take her own good time about revealing the extent of her charm, where sheer youth is the basic ingredient with which leading ladies are endowed, where, however, if they survive the photography—they are beautiful indeed, Evelyn Laye does.

Though she has her good and bad camera angles, and though the cameraman plays no favorites, still her delicacy and grace conquers all. Despite too dark lip rouge, occasional harsh lighting, an inconsistent written characterization and a deal of general silliness round about her, Miss Laye comes through with a lightness of touch and an all pervasive comeliness that can save her from any kind of production. With her soft golden curls piled prettily on the top of her head, in her fluffy old-fashioned dresses, her little white ermine cape and frivolous little muffs, she is a picture of femininity as it used to be—gentle, sweet and placid even if it was sometimes a wee bit tiresome too.

Miss Laye had almost added guilelessness as well to the list of her engaging attributes, until she appeared at the picture's ball wearing a mask cut out so grotesquely wide at the eyes that only stubborn vanity could explain it. And even so, she's still way ahead.

Gina Malo as the typical musical comedy male, looks her eyes and picks up her skirts with an admirable though defeated determination to be at once coy, airy and irresistible.

CALENDAR OF CURRENT RELEASES

(Continued from page 29)

Studios: 4376 Sunset Drive, Hollywood, Cal. **Mayfair** **Offices:** 1600 Broadway, New York, N. Y.
Alimony Madness. Story of alimony evils. Helen Chandler, Leon Waycraft. Dir. Brezzy Eason. 65 mins. Rel. April 1. Rev. May 9.

Her Reale Value. Story of a disgruntled wife. June Clyde. Dir. Brezzy Eason. 63 mins. Rel. April 15. Rev. June 27.

Studios: 1111 Broadway, New York, N. Y. **Metro**
Another Language. Story of the in-laws from Rose Franken's stage hit. Helen Hayes, Robert Montgomery, Louise Closser Hale. Dir. Edw. H. Griffith. 70 mins. Rel. July 28. Rev. Aug. 8.

Barbarian. Ramon Novarro as an Egyptian guide who is really a prince. Myrna Loy, Reginald Denny. Dir. Sam Wood. 80 mins. Rel. May 12. Rev. May 19.

Beauty for Sale. Faith Baldwin, Alice Brady. 'Beauty.' Otto Kruger. Madge Evans, Una. 160 Broadway, New York, N. Y. 15 mins. Rel. Sept. 19.

Broadway to Hollywood. Three generations in a stage family. Alice Brady, Frank Morgan, Madge Evans, Russell Hardie, Eddie Quillan. Dir. William A. Axtell. 70 mins. Rel. July 28. Rev. Aug. 8.

Devil's Brother. The Operetta 'Fra Diavolo.' Laurel and Hardy. Dennis King, Thelma Todd, Jack Finlayson. Dir. Hal Roach. 91 mins. Rel. May 1. Rev. June 13.

Dinner at Eight. From the stage play. All star cast headed by Marie Dressler and John Barrymore. Dir. Geo. Cukor. Roadshow length 110 mins. General release not set.

Bill Below. The submarine heroes of the World War. Robert Montgomery, William Evans, Walter Huston. Dir. Jack Conway. 105 mins. Rel. June 3. Rev. May 2.

Hold Your Man. A smart aleck crook who escapes everything but love. Jean Harlow, Clark Gable, Stuart Erwin. Dir. Sam Wood. 89 mins. Rel. June 2. Rev. July 10.

Looking Forward. The story of a great London department store. Based on the English stage success. Lionel Barrymore, Lewis Stone. Dir. Clarence Brown. 83 mins. Rel. April 7. Rev. May 2.

Made on a Night. Original. Pressed for in politics and society. Robert Montgomery, Madge Evans, Sally Eilers, Eugene Pallette. Dir. Harry Beaumont. 70 mins. Rel. May 19. Rev. July 11.

Midnight Mary. Gangster story with the trial-flashback used. Loretta Young, John Barrymore, Franchot Tone. Dir. Wm. Wellman. 75 mins. Rel. June 30. Rev. July 18.

Nuisance. The Lee Tracy as an ambulance-chasing lawyer. Madge Evans, Frank Morgan, Charles Butterworth. Dir. Jack Conway. 84 mins. Rel. June 30. Rev. July 18.

Peg o' My Heart. From the famous play. Marion Davies, Onslow Stevens, Juliette Compton, J. Farrell MacDonald. Dir. Robt. Z. Leonnrd. Rel. May 28. Rev. May 23.

Penthouse. Arthur Somers. Roche Cosmopolitan serial. Warner Baxter, Myrna Loy, Mae Clarke. Dir. W. S. Van Dyke. Rel. Sept. 8. Rev. Sept. 12.

Reunion in Vienna. From Sherwood's stage play. Exiled royalty returns for a second honeymoon. John Barrymore, Diana Wynyard, Frank Morgan. Dir. Sidney Franklin. 100 mins. Rel. June 16. Rev. May 2.

Solitaire Man. Crook story with plenty of punch. Herbert Marshall, May Robson, Elizabeth Allan, Ralph Forbes. Dir. Jack Conway. 62 mins. Rel. Sept. 26. Rev. Sept. 26.

Stranger's Return. The Phil Stone's story of the middle western farm life. Lionel Barrymore, Miriam Hopkins, Stuart Erwin, Franchot Tone. Dir. King Vidor. 88 mins. Rel. July 21. Rev. Aug. 1.

Storm. A triangular story in a Berlin setting. Kay Francis, Nina Foch, Walter Huston. Dir. Richard Boleslavsky. 78 mins. Rel. July 14. Rev. July 25.

Today We Live. An English girl ambulance-driver during the war. Joan Crawford, Gary Cooper. Dir. Howard Hawks. 115 mins. Rel. April 21. Rev. April 18.

Turbot Annie. From the Saturday Eve. Post series. Marie Dressler, Wallace Beery, Dir. Mervyn LeRoy. 88 mins. Rel. Aug. 4. Rev. Aug. 15.

Turn Back the Clock. Story of a man who relives his past. Lee Tracy, Mae Clarke, Shannon. Dir. Edgar Selwyn. 80 mins. Rel. Aug. 25. Rev. Aug. 25.

When Ladies Meet. Based on Rachel Crothers' roadway success. Ann Harding, Robert Montgomery, Frank Morgan. Dir. Harry Beaumont. Rel. June 18. Rev. June 18.

Studios: 6048 Sunset Blvd., Hollywood, Cal. **Monogram** **Offices:** R. K. O. Building, Rockefeller Center, N.Y.C.
Avenger. The Vengeance in prison. Ralph Forbes, Adrienne Ames. Dir. Ed. Marin. 72 mins. Rel. Aug. 25.

Black and Blue. A story of a fight. Kirkland, Esther. Ralston. Phil Rosen. 70 mins. Rel. Aug. 10. Rev. Aug. 23.

Devil's Mate. The Convicted murderer who dies in the electric chair ahead of the shock. Peggy Shannon, Preston Foster. Dir. Phil Rosen. 66 mins. Rel. Aug. 15. Rev. Sept. 26.

Fighting Texan. Old country story. Rex Bell, Luana Walters. Dir. Armand Schaefer. 56 mins. Rel. Aug. 6. Rev. Aug. 10.

Fugitive. A \$500,000 mail robbery. Western. Rex Bell, Cecilia Parker. Dir. George Ford. 67 mins. Rel. Aug. 15. Rev. Aug. 23.

Gallant Fool. The One ring circus in the cattle country. Bob Steele, Letta Duncan. Dir. R. N. Bradbury. 56 mins. Rel. July 29.

Galloping Romeo. Western story. Bob Steele. Dir. R. N. Bradbury. 54 mins. Rel. July 29.

Phantom Broadcast. The Radio crooner who sings by proxy. Ralph Forbes, Vivienne Osborne. Dir. Phil Rosen. 72 mins. Rel. July 8. Rev. Aug. 1.

Rainbow Ranch. Adventures of the waterwheeler camp of the Pacific fleet. Rex Bell, Cecilia Parker. 69 mins. Rel. Aug. 15. Rev. Aug. 23.

Rangers Code. Texas cattle ranger story. Bob Steele. Dir. R. N. Bradbury. 65 mins. Rel. Sept. 15. Rev. Sept. 26.

Return of Casey Jones. The Railroad story. Chas. Starrett, Ruth Hall. Ir. J. P. McCarthy. 67 mins. Rel. July 25.

Senses of a Hero. A story of a fight. Arline Judge, Preston Foster. Dir. J. C. Vidler. 75 mins. Rel. Sept. 20.

Skyway. Aviation pilot's ship-to-shore line. Ray Walker, Kathryn Crawford. Dir. Lew Collins. 67 mins. Rel. Aug. 22.

Spring. The order mystery with a neat twist. Lionel Atwill, Shella Tracy. Dir. Phil Rosen. 63 mins. Rel. June 1. Rev. July 13.

Sweetheart of Sigma Chi. College musical. Mary Carlisle, Robert Crabbe. Dir. Ed. Marin. 80 mins. Rel. Oct. 1.

Trailing North. Texas ranger gets far from home, but gets his man. Bob Steele, Doris Hill. Dir. J. P. McCarthy. 55 mins. Rel. June 6.

Studios: 5851 Marathon St., Hollywood, Cal. **Paramount** **Offices:** 1501 Broadway, New York, N. Y.
Bedtime Story. A. Original. Chevalier adopts a baby. Maurice Chevalier, Edw. Everett Horton, Helen Twelvetrees. Dir. Norman Taurog. 65 mins. Rel. April 22. Rev. April 22.

College Humor. Comedy. Bing Crosby, Jack Oakie, Rich. Arlen, Mary Carlisle, Burns and Allen. Dir. Wesley Ruggles. 6624. Rel. June 30.

Disgraced. Story of betrayed love. Helen Twelvetrees, Bruce Cabot. Dir. Earl C. Kenton. 67 mins. Rel. July 7. Rev. July 13.

Eagle and the Hawk. The Story of the Royal Flying Squadron in the World War. Frederic March, Jack Oakie, Cary Grant, Carole Lombard. Dir. Stuart Walker. 74 mins. Rel. May 19. Rev. May 18.

Gambling Ship. Explanatory title. Gary Grant, Benita Hume. Louis Gasnier. 623. Max Marlin. Rel. May 23. Rev. July 13.

Girl in 419. The Mysterious beauty in a hospital drama. Jas. Duan, Gloria Stuart, David Manners. Dir. George Somnes, Alexander Hall. 65 mins. Rel. May 26. Rev. May 22.

Her Bedtime Story. A comedy star and her hired sleuth. Wynne Gibson, Edmund Lowe, Johnny Hines, Marjorie White. Dir. Wm. Beaudine. Rel. July 21. Rev. Aug. 8.

I Love That Man. (Rogers production.) Romantic drama. Edmund Lowe, George Carroll. Dir. Harry Joe Brown. 74 mins. Rel. June 9. Rev. July 11.

International House. Farce comedy. Peggy Hopkins Joyce, W. C. Fields, Rudy Vallee, Stuart Erwin, Sam Maritza, Burns and Allen, Cal Callegary. Rel. April 22. Rev. April 22.

Jennie Gerhardt. From the Theo. Dreiser story. Sylvia Sydney, Donald Cook, Mary Astor. Dir. Marion Goring. 95 mins. Rel. June 16. Rev. June 13.

Lady's Profession. A Story by Nina Wilcox Putnam. Speakeasy prep. masquerading musical. Geo. Barbier, Carl Maritza. Dir. Norman MacLeod. Rel. May 2. Rev. Mar. 8.

Mama Loves Papa. Trials of a henpecked. Chas. Ruggles, Mary Boland, Lilyan Tashman, Walter Catlett. Dir. Norman MacLeod. Rel. July 14. Rev. July 20.

Man of the Forest. Western. Harry Carey, Randolph Scott, Billie.

Midnight Club. The London jewel thieves. Geo. Raft, Olive Brook, Standing, Allison Skipworth. Dir. Geo. Sommes and Alex Hall. July 28. Rev. Aug. 1.

One Sunday Afternoon. From the stage play. Loves in a small town. Gary Cooper, Fay Wray, Niel Hamilton, Frances Fuller. Dir. Louis D. Lighton. 68 mins. Rel. Sept. 1. Rev. Sept. 5.

Song of the Eagle. Beer problem from the angle of an honest brewer. Chas. Bickford, Rich. Arlen, Sean Hersham, Mary Brian. Dir. Ralph Murphy. 65 mins. Rel. Aug. 28. Rev. May 2.

Song of Songs. From Suderman's story and Sheldon's play. Mariene Dietrich, Brian Aherne, Lionel Atwill, Dir. Rouben Mamoulian. 70 mins. Rev. July 29.

Story of Temple Drake. The. From Wm. Faulkner's 'Sanctuary.' The story of an oversexed girl. Miriam Hopkins, Jack La Rue, Wm. Collier, Jr. Dir. Stephen Roberts. 68 mins. Rel. May 12. Rev. May 9.

Sunset Pass. Zane Grey western. Tom Keene, Randolph Scott, Burke, Dir. Henry Hathaway. 45 mins. Rel. May 26.

Supernatural. Original. Odd story of a transferred soul. Carole Lombard, Randolph Scott, Vivienne Osborne. Dir. Victor Halperin. Rel. May 12. Rev. April 25.

This Day and Age. Revolt of the children against politics and gangsters. Bnaa, Bickford, Judith Allen. Dir. Cecil de Mille. 85 mins. Rel. Aug. 25. Rev. Aug. 29.

Three Corned Moon. From the stage play. Domestic problems of a mildly insane family. Claudette Colbert, Rich. Arlen, Mary Boland. Dir. Elia Kazan. 70 mins. Rel. Aug. 10. Rev. Aug. 10.

Too Much Harmony. Usual backstage story. Bing Crosby, Jack Oakie, Skeets Gallagher, Harry Green, Ned Sparks, Judith Allen. Dir. Eddie Sutherland. 70 mins. Rel. Sept. 15. Rev. Sept. 26.

Principal

Office: 1270 Sixth Ave., New York, N. Y.

Tarzan the Fearless. (Principal.) Feature and eight subplots (two chapters). Buster Crabbe, Jacqueline Wells. Dir. Robt. Hill. 69 mins. feature. Rel. July 19. Rev. Aug. 16.

Thunder Over Mexico. Eisenstein's Mexican made picture over which there has been much controversy. All native cast. 60 mins. Rel. Sept. 8. Rev. Sept. 26.

Studios: Hollywood, Calif. **R.K.O. Radio** **Office:** R.K.O. Bldg., Radio City, N.Y.C.
Ann Vickers. From the Sinclair Lewis novel. Irene Dunn, Walter Huston, Conrad Nagel. Dir. John Cromwell. Rel. Sept. 22.

Big Brain. The. A small town barber becomes a big time gambler and crook. George E. Stone, Fay Wray, Phillips Holmes, Lillian Bond. Dir. George Seaton. 70 mins. Rel. Aug. 15. Rev. Aug. 15.

Crossed Wires. Action western. Tom Keene, Betty Furness, Edgar Kennedy. Dir. Otto Brower. 65 mins. Rel. June 30.

Deluge. The. Odd story of the world after a second deluge. Peggy Shannon, Lois Wilson, Sidney Blackmer, Matt Moore. Dir. Felix E. Felst. Rel. Sept. 7. Rev. Sept. 7.

Diplomacians. The. Wheeler and Woolsey are sent by an Indian tribe to bring peace to the Geneva Conference. Dir. Wm. Selter. 69 mins. Rel. May. Rev. May 2.

Double Happiness. Who got her man. Ann Harding, William Powell. Dir. John Cromwell. 70 mins. Rev. July 25.

Emergency Call. Exposing racketeering in city hospitals. Bill Boyd, Wynne Gibson, William Gargan. Dir. Edward Cahn. 61 mins. Rel. May 19.

Flying Devils. Triangle in a flying circus. Arline Judge, Bruce Cabot. Dir. Rex Bell. 67 mins. Rel. Aug. 15. Rev. Aug. 15.

India Speaks. Travelog of India with Richard Halliburton as narrator. Dir. Walter Futter. 77 mins. Rel. April 28.

King Kong. Original. A 50-foot ape is captured in the wilds and creates havoc in New York. RKO. Rel. April 28. 100 mins. Rev. April 28.

Little Women. Talker version of the Louisa Alcott story. Katharine Hepburn, Joan Bennett, Paul Lukas, Frances Dee, Jean Parker, Edna Mae Oliver. Dir. George Cukor. Rel. Oct. 1. Rev. Oct. 1.

Melody Cruise. Musical novelty which takes place on a world cruise. Charlie Ruggles, Phil Harris, Greta Nissen, Helen Mack. Dir. Mark Sandrich. 76 mins. Rel. June 23.

Midshipman Jack. Annapolis story. ruce Cabot, Frank Albertson, Lake, Betty Furness. Dir. Christy Cabanne. Rel. Sept. 25.

Morning Glory. Backstage story of a couple's rise and fall. Katherine Hepburn, Doug Fairbanks, Jr., Adolphe Menjou, Mary Duncan. Dir. Lloyd Herman. 70 mins. Rel. Aug. 15. Rev. Aug. 15.

No Marriage Treaty. A comedy. Richard Dix, Elizabeth Allen. Dir. J. Walter Ruben. 75 mins. Rel. Aug. 11. Rev. Aug. 8.

One Minute Doctor. Country doctor achieves fame. Lionel Barrymore, A. Robson, Joel McCrea. Dir. John Robertson. 72 mins. Rel. Sept. 8. Rev. Sept. 5.

Professional Sweetheart. The story of a radio singer who is forced to live up to her name. Character who has her greatest desire is to be naughty-naughty. Ginger Rogers, Norman Foster, Gregory Ratoff, Zasu Pitts. Dir. William A. Selter. 73 mins. Rel. June 9. Rev. July 18.

Rafter Romance. A story of Greenwich Village. Ginger Rogers, Norman Foster, Geo. Sidney, Laura Hope Crews, Robt. Benchley. Dir. Wm. Selter. 75 mins. Rel. Sept. 1.

Silver Cord. The. Mother love carried to excess. Irene Dunne, Laura Hope Crews, Joel McCrea, Frances Dee. Dir. John Cromwell. 76 mins. Rel. May 19. Rev. May 19.

Son of the Border. Action western. Tom Keene, Julie Haydon, Creighton Chaney. Dir. Lloyd Lester. 55 mins. Rel. May 5.

Sweepings. Novel. Biographical story of a merchant prince. Lionel Barrymore, Gladys George, Gloria Stuart. Dir. John Cromwell. 77 mins. Rel. April 14. Rev. Mar. 23.

Tomorrow at Seven. Novel murder mystery. Chester Morris, Vivienne Osborne, Frank McHugh. Dir. Ray Enright. 62 mins. Rel. June 2. Rev. July 4.

United Artists

Office: 729 Seventh Ave., New York, N. Y.

Bitter Sweet. (British made). Noel Coward's operetta. Romance of wealthy English belle who falls in love with a Viennese. Rel. May 22. Rev. May 22.

Bowers. The. Story of the rivalry between Chuck Connors and Steve Brodie, famous Brooklyn Bridge jumper. Wallace Beery, George Raft, Jackie Cooper, Fay Wray. Dir. Roaul Walsh. Rel. Sept. 23.

Broadway Through a Keyhole. Walter Winchell's story of Broadway. Constance Talmadge, Russ Columbo, Paul Kelly. Dir. Lowell Sherman. Rel. Oct. 12.

Emperor Jones. Eugene O'Neill's famous drama of a Pullman porter who becomes ruler of a West Indian island. Paul Robeson, Dudley Digges. Dir. Dudley Murphy. 80 mins. Rel. Sept. 8. Rev. Sept. 26.

I Cover the Waterfront. Adaptation of Max Miller's best seller about his exploits in the San Diego harbor. Claudette Colbert, Ben Lyon and Ernest Torrence. Dir. James Cruze. 70 mins. Rel. May 12. Rev. May 23.

Maskerade. The. Based on John Hunter Booth's adaptation of Katherine Cecil Thurston's novel. Consists of identical appearance change places with intriguing political and romantic results. Ronald Colman, Elissa Landi. Dir. Richard Wallace. 76 mins. Rel. Aug. 18. Rev. Sept. 6.

Samarang. A story of a peat divers in Malaysia. Native cast. Dir. Ward Wing. 60 mins. Rel. June 26. Rev. July 4.

Secrets. Stage play. Man tries to hide from his wife's secrets she pretends not to know. Mary Pickford, Leslie Howard. Dir. Frank Borzage. 83 mins. Rel. April 15. Rev. April 15.

Yes, Mr. Brown. (British made). Farce comedy with music, laid in Vienna. Jack Buchanan, Margot Grahame and Elsie Randolph. Dir. Jack Buchanan. 69 mins. Rel. May.

Universal

Office: 730 Fifth Ave., New York, N. Y.

Be Mine Tonight. (German made). Comedy-drama. Love story unfolded in scenic beauty of Swiss Alps. Starring Jan Klepura. Dir. Anatol Litvak. 85 mins. Rel. Mar. 23. Rev. April 18.

Big Game. The. Original. Man against beast, different from jungle films. Claude Rains, Raymond Hatton, Anita Page, Audrey Devine. Dir. Kurt Neumann. 78 mins. Rel. Mar. 3. Rev. May 16.

Cohens and Kellys in Trouble. Comedy. Famous team in story with nautical background. George Sidney and Charlie Murray. Dir. George Stevens. Rel. March 22. Rev. April 18.

Don't Bet on Love. Comedy-drama. Lew Ayres, Ginger Rogers. Dir. Mue ray Rort. 62 mins. Rel. July 13. Rev. Aug. 1.

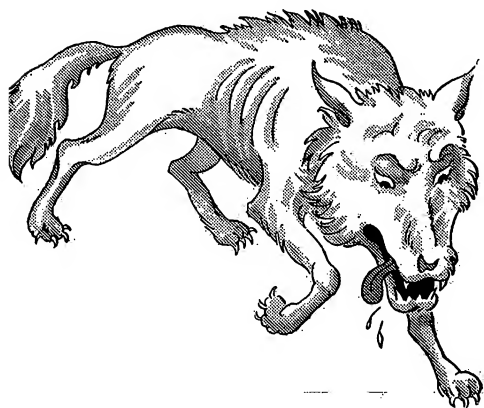
Fiddler's Buckaroo. Western. Ken Maynard. Dir. Ken Maynard. Rel. July 20. Her First Love. Comedy. Summerville-Pitts. Dir. Wm. Wyler. Rel. Aug. 8. Rev. Sept. 5.

King of the Arena. Ken Maynard in a circus story. Lucille Brown, Robt. Kortman. 6 reels. Rel. June 18.

King of Jazz. The. Reissue, with Paul Whiteman, Ray Anderson. 9 reels. Rel. May 19.

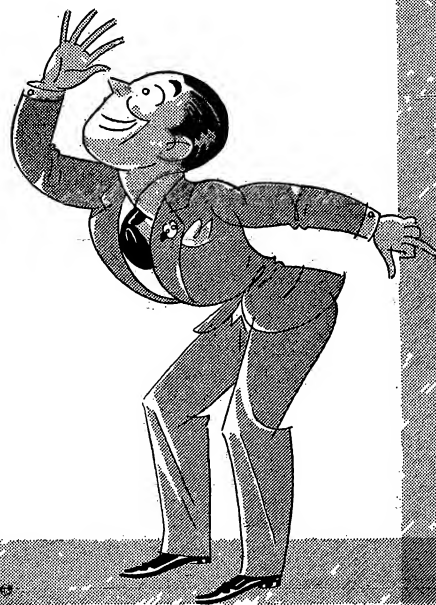
Kiss Before the Mirror. The. Powerful drama of human emotions. Nancy Carroll, Paul Lukas, Frank Morgan, Gloria Stuart. Dir. Jas. Whale. 67 mins. Rel. May 4. Rev. May 10.

(Continued on page 34)



WHO'S AFRAID OF THE BIG BAD WOLF?*

*with a bow to
Walter Disney



these PARAMOUNT PICTURES will keep

"8 GIRLS IN A BOAT"
A Charles R. Rogers Production. Directed by Richard Wallace.

"THE SKY'S THE LIMIT"
Jack Haley, Jack Oakie, Ginger Rogers and the Pickens Sisters. A Charles R. Rogers Production. Directed by Harry Joe Brown.

"SHE MADE HER BED"
Charles Farrell, Marguerite Churchill, Charlie Ruggles. A Charles R. Rogers Production. Directed by Ralph Murphy.

The **4 MARY BROTHERS**
in
"DUCK SOUP"
Directed by Leo McCarey

MAE WEST

"I'm No Angel"
CARY GRANT

CHEVALIER
"THE WAY TO LOVE"

"TILLIE AND GUS"
W. C. Fields, Roy LeRoy. Directed by

"HELL AND HIGH WATER"
Richard Dix, Grapewyn, William S. Hart

"WHITE WOMEN"
Clara Bow

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Dorothea WIECK
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Alice in Wonderland
With Charlotte Hays as "Alice", Richard Arlen, Ross Alexander, Gary Cooper, Bing Crosby, Leon Esel, Louise Fazenda, W. C. Fields, Skeets Gallagher, Raymundo, Halton, Edward Everett, Rouben, Rowdy, Rains, Polly Moran, Jack O'Connell, Edna May Oliver, May Robson, Charlie Ruggles, Alison Skipworth, Ned Sparks, Fola Swilling. Directed by Norman MacLeod

FREDRIC MARCH
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No Coward's DESIGN FOR LIVING
BERNSTEIN

A WATER
en, Judith Allen and Charley
Directed by Grover Jones and
Javens McNutt

IAN
es Laughton, Carole Lombard, Charles
ord. Directed by Stuart Walker,

it's the best show in town!



CALENDAR OF CURRENT RELEASES

(Continued from page 30)

Lucky Dog. Touching and dramatic story of devotion that exists between a man and his dog. Chie Sale. Dir. Zion Myers. Rel. April 20.

Moonlight and Pretzels. Musical. Mary Brian, Roger Pryor, Leo Carrillo. Dir. Bruce Mitchell. Rel. Aug. 22. Rev. Aug. 22.

Out All Night. Comedy. Slim Summerville-Zasu Pitts. Sam Taylor. Rel. April 13. Rev. April 11.

Rebel. (German made.) Napoleonic story in the Austrian Tyrol. Vilma Banky, Louis Trenker, Victor Varconi. Dir. Luis Trenker, Edwin Knopf. Rel. June 1. Rev. Aug. 22.

Secret of the Blue Room. Mystery drama. Lionel Atwill, Paul Lukas, Gloria Stuart. Dir. Kurt Neumann. 61 mins. Rel. July 20. Rev. Sept. 13.

S.O.S. Isoberg. An Arctic expedition is stranded in Greenland. Rod LaRoque, Gilbert Gowing, Lindy Stelfens. Dir. Tay Garnett. 117 mins. (road-show). Rev. Sept. 28.

Studios. Burbank. Office: 321 W. 44th St. New York, N. Y.

Baby Face. The story of a hard-boiled girl who reached the top. Barbara Stanwyck, Don Brent. Dir. Alfred E. Green. 71 mins. Rel. July 1. Rev. June 27.

Captured. Behind the scenes in a German prison. Leslie Howard, Douglas Fairbanks, Jr., Paul Lukas, Margaret Lindsay, Dir. Roy del Ruth. 72 mins. Rel. Aug. 13. Rev. Aug. 22.

Ex-Lady. An experimental marriage strikes a snag. Bette Davis, Gene Raymond, Frank McHugh. Dir. Robert Florey. 67 mins. Rel. April 8. Rev. May 18.

Footlight Parade. Gala musical with backstage locale. James Cagney, Joan Blondell, Ruby Keeler, Dick Powell. Dir. Lloyd Bacon. Dances by Busby Berkeley. Rel. Oct. 7.

Goldiggers of 1933. New version of Avery Hopwood's stageplay done as a super-musical. Joan Blondell, Billie Holiday. Dir. Mervyn LeRoy. 94 mins. Rel. May 27. Rev. June 13.

Life of Jimmy Dolan. From a recent novel. Prizefighter finds regeneration. Doug Fairbanks, Jr., Loretta Young, Alnee McMahon, Guy Kibbe. 89 mins. Rel. April 13. Rev. June 27.

Mary Stevens, M.D. Story of a woman doctor. Kay Francis, Lyle Talbot, Glenda Farrell. Dir. Lloyd Bacon. 71 mins. Rel. July 22. Rev. Aug. 8.

Mayor of Hell. The. From Iselin-Auster's drama. Reform school background. James Cagney, Madge Evans, Frankie Darrow. Dir. Archie Mayo. 90 mins. Rel. June 24. Rev. July 4.

Narrow Corner. The. From the story by W. Somerset Maugham. South Sea locale. Doug Fairbanks, Jr., Patricia Ellis, Ralph Bellamy, Dudley Digges. Dir. Alfred E. Green. 67 mins. Rel. July 8. Rev. July 18.

Picture Snatcher. The. Semi-gangster story of a news photographer. James Cagney, Patricia Ellis, Alice White, Ralph Bellamy. Dir. Lloyd Bacon. 70 mins. Rel. April 13. Rev. May 13.

Private Detective 62. From a fiction story. William Powell, Margaret Lindsay. 67 mins. Rel. June 17. Rev. July 11.

Silk Express. The. Mystery drama of silk shipments. Niel Hamilton, Allen Jenkins. Dir. John Edgar. 67 mins. Rel. July 22. Rev. Aug. 22.

The Man from Monterey. Western drama. John Wayne, Ruth Hall. Dir. Mack V. Wright. 67 mins. Rel. July 22. Rev. Aug. 22.

Untamed Africa. Thrilling African adventure. Under supervision of Wynant D. Hubbard. F.A.G.S. Rel. April 8.

Whispering. Life of Francis and Marie Curie with and philosopher. George Arliss, Doris Kenyon, Margaret Lindsay. Dir. John Adolfi. 72 mins. Rel. Aug. 5. Rev. Aug. 22.

Working Man. The. Original. Romance in the shoe business. Geo. Arliss, Bette Davis. Dir. John Adolfi. 71 mins. Rel. May 6. Rev. April 25.

World Wide

Office: 1601 Broadway, New York, N. Y.

Constant Woman. The. From Eugene O'Neill's play "Recklessness." Conrad Nagel, Lella Hyams. Dir. Victor Seltzer. Rel. April 23.

Lone Avenger. The. Original. Ken Maynard western. Muriel Gordon. Dir. Alvin Jans. 61 mins. Rel. May 14. Rev. May 14.

Study in Scarlet. A. Shock. Holmes story. Ronald Owen, Jane Clyde, Anna May Wong. Dir. Edw. L. Marin. 73 mins. Rel. May 14. Rev. June 6.

Miscellaneous Releases

Big Chance. The. (Eagle.) Prizefighter-socialist story. John Darrow, Metna Kennedy. Dir. Al Herman. 63 mins. Rev. Sept. 5.

Big Dips. The. Authentic war pictures from records of eight governments. 91 mins. Rel. Jan. 13. Rev. Dec. 27.

Cougar. (Sidney Snow.) Jay Bruce captures mountain lions with bare hands. 70 mins. Rev. May 30.

Faithful Heart. The. (Häbel.) British made. Romantic story of a faithful love. Edith Piaf, Victor Varconi. 67 mins. Rel. July 18. Rev. July 18.

Hell's Holiday. (Superb.) Compilation of war scenes. 90 mins. Rev. July 18. High Gear. (Goldsmith.) Auto race story. Jackie Searle, James Murray, Joan Marsh. Dir. Leigh Jason. 66 mins. Rel. April 18.

His Private Secretary. Girl converts her father-in-law to approval of his son's marriage. Elvira Woodruff, John Wayne. Dir. Phil E. Whitman. 68 mins. Rel. June 10. Rev. Aug. 8.

Important Witness. The. (Tower.) Story with a gangster touch, but mostly done in a long distance bus. Noel Francis, Donald Dillaway. Dir. Sam Newfield. 83 mins. Rev. Sept. 13.

Laughing at Life. (Mascot.) Story of a gun-running adventurer. Victor McLaglen, Conchita Montenegro, Ruth Hall. Dir. Ford Beebe. 71 mins. Rel. July 18.

Mr. Broadway. Broadway-Hollywood. A day in the life of a B'way columnist with Ed Sullivan taking the camera around. Big cast names in for a moment to oblige the columnist. Dir. Johnnie Walker. 69 mins. Rel. Sept. 13.

Night and Day. (Gaumont-British.) Farce comedy of a thief chase in a wax museum. Jack Hurburt, Cicely Courtneidge. 76 mins. Rev. May 30.

Police Call. (Showmen.) Ring story with an adventure angle. Nick Stuart, Metna Kennedy. Dir. Phil Witman. 63 mins. Rel. Aug. Rev. Aug. 29.

Sleepless Night. (Eagle.) Mystery story on farcical theme. Polly Walker, Stanley Lupino. Dir. Thos. Bentley. 63 mins. Rel. July 21. Rev. July 25.

Taming of the Jungle. (Invincible.) Animal training methods. Rev. June 6.

What Price Deceit. (Equitable.) From a stage play. Jungle background for story of a girl tricked by a monk marriage. Dorothy Burgess, Alan Hale. Dir. Arthur Gregor. 60 mins. Rev. Mar. 7.

Foreign Language Films

because of the slow movement of foreign film this list covers one year of releases.

(Most of these available with English titles.)

Barberina. die Taenzerin von Sansouci. (Capital) (Ger.). Musical comedy. Lil Dagover, Otto Gebühr. Dir. Carl Froelich. 83 mins. Rel. Nov. 20.

Berlin-Alexanderplatz. (Ger.) (Capital). Strong crime drama. Heinrich Alexander, Maria Bard. Dir. Phil Jutzl. 90 mins. Rel. May 1. Rev. May 16.

Cinq Gentlemen. (Ger.) (Capital). Mystery drama. Hans Lecher, Harry Barr. Dir. Julien Duvivier. 78 mins. Rel. Jan. 24.

Das Nachtlager Madel. (Capital) (Ger.). Love in Hawaii. Dir. Leo Lasky. 80 mins. Rel. Jan. 15. Rev. Jan. 31.

Das Schöne Abenteuer. (German) (Proteux). Romantic comedy. Kaethe von Nasch Schindler. 83 mins. Rel. Jan. 1. Rev. Dec. 13.

Der Brave Suender. (Ger.) (European). Fast comedy. Max Fallenberg. Dir. Fritz Kortner. 90 mins. Rel. April 1. Rev. April 4.

Der Hauptmann von Koppenick. (Kiemetrade) (Ger.). Comedy. Max Adalbert. Dir. Richard Oswald. 96 mins. Rel. Jan. 15. Rev. Jan. 24.

Der Schwarze Hussar. (Proteux) (Ger.). Costume romance. Conrad Veldt. Dir. Gerhard Lamprecht. 90 mins. Rel. Dec. 1. Rev. Jan. 3.

Dos Noches. (Hoffberg) (Spanish). Musical. Conchita Montenegro. Carlos Borcosque. 66 mins. Rel. May 1.

Donna Diana. (Portale). (Italian). Court adventure. Francesca Bertini. Dir. Marcel L'Herbier. 85 mins. Rel. March 14.

Drei Tage Mittelmeer. (German) (Capital). Fast German farce with all-star cast. Dir. Carl Boese. 80 mins. Rel. May 1. Rev. May 23.

Drunter und Drueber. (Ger.) (Germania). Musical comedy. Ir. Max Neufeld. 85 mins. Rel. Dec. 15. Rev. Dec. 20.

Eine Liebesnacht. (German) (Capital). Farce. Harry Liedke. Dir. Joe May. 82 mins. Rel. May 1. Rev. May 23.

Eine Nacht in Paradises. (Kiemetrade) (Ger.). Musical comedy. Anny Ondra. 90 mins. Rel. Feb. 1. Rev. Feb. 28.

Eine Tuer Geht Auf. (Proteux) (Ger.). Mystery thriller. Ir. Alfred Zeltner. 68 mins. Rel. Feb. 1. Rev. Feb. 7.

Falsch Uniforme. (Rusa.) (Amkino). Dir. Lopashinski. 63 mins. Rel. Nov. 18. Rev. Nov. 25.

Frau Von Der Main Spricht. (German) (General). Mady Christians. Melodrama. Dir. Viktor Jansen. 75 mins. Rel. April 15. Rev. May 2.

Friederike. (Kiemetrade) (Ger.). Dramatic opera based on Goethe's life. Mady Christians. 90 mins. Rel. March 15. Rev. Feb. 23.

Gefahren Der Liebe. (German) (Madison). Ser. drama. Tony Van Eyck. Dir. Eugen Thiele. 65 mins. Rel. Aug. 1. Rev. May 2.

Gloria. (German) (New Era). Transatlantic aviation drama. Gustav Froelich, Brigitte Helm. 75 mins. Rel. Nov. Rev. Nov. 1.

Grosse Attraktion. Die (Bavaria) (Ger.). Drama is show. Theat. Dir. Max Reichmann. 70 mins. Rel. Aug. 1.

Hellerseher. Der (Ger.) (General). Farce. Max Adalbert. Ir. Eugen Thiele. Rel. Sept. 1.

Hertha's Erwarhen. (Proteux) (Ger.). Delicate life problem. Gerhard Lamprecht. 96 mins. Rel. March 10. Rev. March 14.

Heute Nacht Eventuelle. (Ger.) (General). Musical comedy. Ir. E. W. Emo. 80 mins. Rel. July 1.

Holzappel Weiss. Altes (German) (Capital). Comedy. resart. Dir. Viktor Jansen. 86 mins. Rel. Jan. 1. Rev. Jan. 1.

Horizon. (Rusa.) (Amkino). Jewish farce for home. Lev Kuleshov. 62 mins. Rel. May 19. Rev. May 18.

Hyppolit a Laka. (International) (Hungarian). Fast farce. Van. 77 mins. Rel. Jan. Rev. Jan. 17.

Ich Will Nicht Wissen Wer Du Bist. (Interworld) (Ger.). Musical. Dir. Gena von Bolvary. Haid, Froelich. 70 mins. Rel. Feb. 15. Rev. Feb. 21.

Island of Doom. (Rusa.) (General). Men and a woman on a desert island. Dir. Timonshenko. 90 mins. Rel. July 18. Rev. July 18.

Ivan. (Garrison) (Rusa.). Transformation of peasants. Dir. Dovzhenko. 83 mins. Rel. Feb. 1. Rev. March 7.

Karne der Scharte. (Asso. Cinema) (Ger.). Sensational drama. Alex Granach. Dir. Ernst Buch. 78 mins. Rel. June 15.

Kelme Feiler Ohne Meyer. (Ger.) (Germania). Musical farce. Siegfried Arno. Dir. Carl Boese. 83 mins. Rel. Oct. 23. Rev. Nov. 3.

Korvettenkapiten. (Ger.) (General). Military farce. 75 mins. April 1.

Lauberkolone. (Ger.) (General). Farce. Max Obal. 90 mins. Rel. April 1.

Lockende Ziel. Das (Ger.) (Bavaria). Musical. Richard Tauber. Max Reichmann. 85 mins. Rel. June 15. Rev. June 20.

Liebling von Wien. Der (Ger.) (European). Stolz musical. Willy Forst. Ir. Ljubav i Strast. (Yugoslav) (Croat). Drama of life among N. Y. immigrants. Rakei Davidovic. Dir. Frank Meiford. 60 mins. Rel. Dec. 15.

Lustigen Musikanten. Die. (General) (Ger.). Musical farce. Camilla Spira. Dir. Max Obal. 80 mins. Rel. May 30.

M (Ger.) (Forem). Successful dramatic study. Peter Lorre. Dir. Fritz Lang. 96 mins. Rel. April 1. Rev. April 18.

Marius (Paramount). (French). Marseilles satire. Dir. Korda. 103 mins. Rel. Jan. 1. Rev. April 25.

Man Brauch Kein Geld. (Capital) (Ger.). Musical farce. Dir. Karl Boese.

Men and Jobs. (Russian) (Amkino). An American engineer looks at Russia. Dir. A. Macheret. 70 mins. Rel. Jan. 1. Rev. Jan. 17.

Mensch Ohne Namen. (German) (Proteux). Poignant drama. Warner Krauss. Dir. Gustav Uckel. 96 mins. Rel. Nov. Rev. Nov. 15.

Milady. (General) (French). Sequel to Three Musketeers. Henri Diamant-Berger. 120 mins. Rel. Sept. 1. Rev. Sept. 12.

Mond Über Morokko. (Proteux) (Ger.). See Cing Gentlemen Maudit.

Morgenrot. (German) (Proteux). Submarine warfare's cruelty. Dir. Gustav Uckel. 80 mins. Rel. May 15. Rev. May 23.

Moritz. (Rusa.) (Amkino). Musical comedy. (Capital). 55 mins. Rel. Dec. 15. Rev. Jan. 17.

Namesheirat. (German) (FAF). Drama. Dir. 90 mins. Rel. Jan. 1. Rev. Jan. 17.

Noc Listopadova. (Polish) (Capital). Historical romance. Dir. J. Warnecki. 85 mins. Rel. May 1. Rev. May 2.

On Demande Compagnon. (Fr.) (Auten). Musical romance. Ir. Joe May. 86 mins. Rel. June 1. Rev. June 6.

Paris-Begun. (Proteux) (Fr.). Musical. Jean Marnac. Augusta Genina. 90 mins. Rel. May 1. Rev. May 17.

Piri Windent Zug. (Arky) (Hung.). Farce. Dir. Stephen Szekely. 75 mins. Rel. Jan. 15. Rev. Jan. 31.

Poll de Carotte. (Auten) (French). Drama of adolescence. Harry Baur. Dir. Julien Duvivier. 90 mins. Rel. May 15. Rev. May 30.

Potentia. (Rusa.) (Kiemetrade). Sound version of Eisenstein's classic. 70 mins. Rel. April 4.

Return of Nathan Becker. (Worldkino) (Russian) (Yiddish). Comedy. Dir. Shliss and Milman. 72 mins. Rel. April 1. Rev. April 25.

Scampolo. (Kiemetrade) (Ger.). Cinderella romance. Dolly Haas. Hans Schatz. 80 mins. Rel. April 1. Rev. April 15.

Schutzenknecht. Der (Ger.) (Herrlitz). Max Adalbert, Greit Thelmer. Ir. Franz Seitz. 90 mins. Rel. April 15. Rev. May 9.

Shame. (Amkino) (Rusa). Problems of new Russia. Vladimir Gardin. Ir. Sergei Yutkevitch. 75 mins. Rel. March 1. Rev. March 14.

Song of Lorraine. (Dubbed English) (Embassy). Art and photography predominant. Dir. Granowoff. 70 mins. Rel. April 1.

Soviets on Parade. (Rusa.) (Kiemetrade). Historic record of current Russia. 55 mins. Rel. Feb. 1. Rev. March 7.

Theodor Koerner. (Ger.) (General). Historical drama. Dorothea Wlecke. 85 mins. Rel. May 1. Rev. May 15.

Traum von Schornbrunn. (Ger.) (General). Musical. Martha Eggerth. Dir. Johannes Meyer. 85 mins. Rel. May 15. Rev. June 6.

Trois Mousquetaires. Les (General) (French). Duma's classic with songs. Dir. Henri Diamant-Berger. 128 mins. Rel. May 1. Rev. May 9.

Ulan! (Yiddish) (Gloria). Revamp of silent. Maurice Schwartz. 100 mins. Rel. Jan. 1.

Ulita. (Capital) (Polish). Life of the newboys. Dir. Alexander Ford. Time. 73 mins. Rel. Aug. 26. Rev. Jan. 31.

Victoria und ihr Hussar. (Kiemetrade) (Ger.). Viennese opera. Michael Bohnen. 81 mins. Rel. April 1. Rev. May 15.

Walzerparadies. (Ger.) (Capital). Musical comedy. Charlotte Susa. Dir. Friedrich Zelnick. Rel. March 1. Rev. March 7.

Weekend in Paradise. (Capital) (Ger.). Farce. Otto Wallburg, Elsie Elster, Trude Berliner. Ir. Rob. Land. 81 mins. Rel. Nov. 1.

Wendel von Sotom. (Schneid) (Ger.). Military music. Otto Wallburg, Paul Heidemann. Ida Wuest. Dir. J. Fleck. 85 mins. Rel. Oct. 27.

Whittier Germany? (Kiemetrade) (German). Difficulties of life. Hertha Thiele. Dir. S. T. Dudov. 71 mins. Rel. April 15. Rev. April 25.

Yidische Tochter. (Yiddish) (Quality). Old-fashioned Yiddish drama. Yiddish Art and Vilna Troupes. 75 mins. Rev. May 23.

Yisko. (Yiddish) (Gloria). Revamp of silent. Maurice Schwartz. Dir. Sidney Goldin and George Rolland. 80 mins. Rel. May 15. Rev. June 6.

York. (German) (Proteux). Historical drama. Warner Krauss, Rudolf Forster. Dir. Gustav Uckel. 90 mins. Rel. Nov. 1. Rev. Nov. 27.

Zapfenstreich Am Rhein. (Whittier) (Ger.). Musical farce. Charlotte Susa. 81 mins. Rel. Jan. 1. Rev. Feb. 7.

Zirkus Leben. (German) (FAF). Circus drama. Liane Haid. Dir. Heinz Paul. 70 mins. Rel. Dec. 15. Rev. Jan. 3.

Key to Address

Amkino, 723 Seventh Ave.
Associated Cinema, 164 W. 56th.
Bavaria Film, 25 Spruce St.
Capital Film, 320 Ninth Ave.
Capital Pict., 25 Spruce St.
Embassy Pict., 723 Seventh Ave.
European Film, 164 West 56th.
Film Film, 129 Seventh Ave.
Foreign American, 111 West 57th.
Foremco, 1560 Broadway.
Garrison Film, 40 E. 58th.
General Foreign Sales, 729 7th St.
Germania, 22-33 19th St., Astoria.
George Schneider, 575 Riverside Dr.

LeRoy and Seymour Sub
Bacon, Lord on WB 'Bar'

Hollywood, Oct. 2.

In a double switch Mervyn LeRoy, who was to have directed, and James Seymour, who was to have supervised "Wonder Bar" at Warners will operate on "Hi Nellie," newspaper yarn. Lloyd Bacon and Robert Lord, director and super-

visor respectively on "Hi Nellie" go to Warner Bar.

With "Bar" now not going into production before the end of October or November, Al Jolson's shift to the coast has been delayed. This will no doubt allow Jolson to renew his radio contract with Kraft Phonix cheese. He has four more programs to go on his present contract with sponsors wanting him for 26 more.

FOX OFF HIGH
COST FICTION

Fox is stepping out of the big-story field. Instead of fighting story plays and published material of big rep and bigger price, Fox will try to ferret out worthwhile screen properties from the hidden corners of the market.

Aside from the fact that has not offered volume for the film buyers and the hit novels have been fewer than in the past, almost forcing the producers to unknown material, Fox may be able to hold its own policy. One often would like to seek out published material that may not have gone far in novel or magazine form, but might make good pictures.

D. A. Doran, Fox's eastern story editor, will shortly begin an exhaustive search for worthwhile filming material in the byways and highways of the market, including original which will gain attention from Fox before publication anywhere.

Stars Go Blue Blood,
But It Costs 'Em
Double the Tariff

Hollywood, Oct. 2.

One of those rare occasions when Los Angeles's social registries officially recognize there's such a place as Hollywood will occur during a series of concerts at the Shrine Auditorium.

Blue bookers, who run the town's musical events, are overlooking the pedigrees of picture people and are sending them special invitations. A "Hollywood Celebrity Section" has been set aside in the auditorium, the society element figuring the presence of screen names will draw other than strict music lovers to the affair.

Section is to be roped off as at a preview. In addition the celebs are to have an auto park reserved for them.

Invitation, however, is not without its sting, as the picture mob will be charged \$2 per seat, although regular admision is only a buck. Film people, it is explained, will have the best seats.

Concerts are being put on by Merle Armitage. First opens Nov. 3 with Mischa Elman. Following will be Teresina, John Charles Thomas, Glieseking and Rosa Ponsele concerts.

Lab Co. Delegates Treas.
For Indie Producer

Tied in with Consolidated Film Industries, which has financed much independent production in the past two or three years, Freuler Associates this week starts production of first of an increased program of pictures for 1933. "Marriage on Approval" went into work yesterday (Monday) oollywood.

As a direct result of the tie-up with Consolidated, David Pouchet of Con has been appointed treasurer of the Freuler company, releasing under the trade name of Monarch. New setup enables John R. Freuler to make permanent headquarters on the Coast in close supervision of production, and with Pouchet as treasurer, Charles F. Glett, v.p. of Monarch, will divide time between contacting exchanges and centering on west coast production.

'Treasure' Next at U

Hollywood, Oct. 2.

Universal starts its "third" serial for the season Monday (3), with Ray Taylor directing "Pirate's Treasure." Richard Talmadge will be starred.

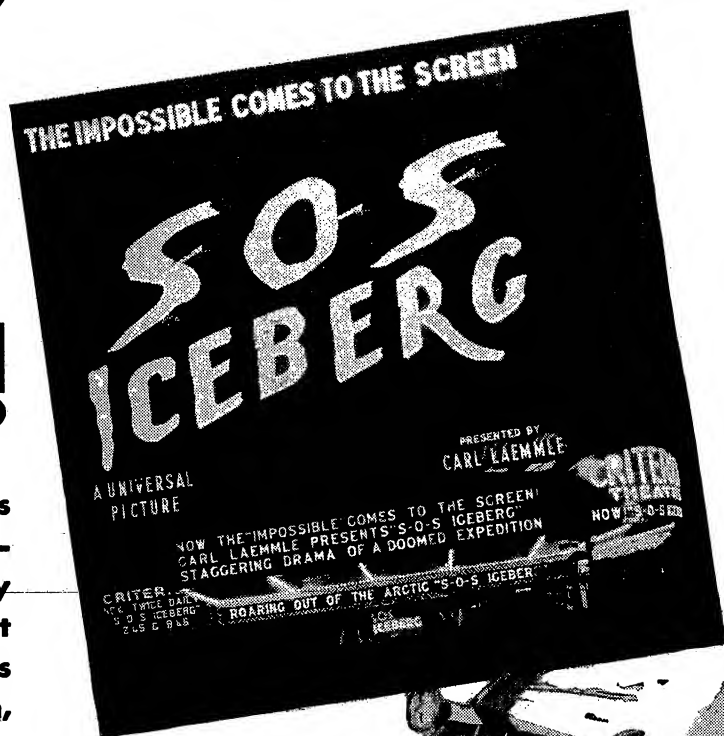
etro Releases Tad Alexander
Hollywood, Oct. 2.
Tad Alexander, kid actor, has been dropped by Metro.

PLAY IT NOW!

Universal gives you the year's biggest quick-money opportunity!...Set it in immediately for a quick cleanup...Play it NOW!—now, while the crowds are flocking to the Criterion, N. Y., at \$1.50 TOP!...Now, while the word is spreading all over the country that it's a BIG ONE!..Now! NOW!! NOW!!!

Variety Says: "One of the really notable products of the screen."—N.Y. Daily News: "3½ Stars...One of the most extraordinary films of the year."—N.Y. Times: "A lusty melodrama of the frozen wilds."—N.Y. Mirror: "The thrills are intense."—N.Y. American: "Awe-Inspiring!"

With ROD LA ROCQUE, LENI RIEFENSTAHL, Gibson Gowland, Ernst Udet. Story by Dr. Arnold Fanck. Music by Paul Dessau.
Directed by Tay Garnett.
A UNIVERSAL SPECIAL



CARL LAEMMLE Presents

S.O.S. ICEBERG

Wash. 'Star' Bans CBS Mention; NBC Coy on Issue, Hints CBS

First of the newspapers to make a retaliatory move since Columbia organized its news collecting bureau and went in for periodic broadcasting of the day's news is the Washington 'Evening Star'. Both CBS program listings and press matter pertaining to the network have been designated as taboo, with the order going into effect with last Tuesday's (26) issue.

Significant sidelight on the 'Star's' gesture is the fact that the paper's publisher is Frank K. Noyes, president of the Associated Press, which, news organization was the first to assume an aggressive anti-attitude toward broadcasting. Indications are that within the next two weeks the other Washington dailies will follow suit, with the only thing holding up this unanimous agreement currently being the standoff viewpoint taken by William R. Hearst's 'Herald'.

CBS' Washington release is WSJV with the web in operator and outright owner. WSJV is among the stations carrying the daily news flashes sponsored by General Mills.

CBS Worried

Action taken by the 'Star' and the general attitude among the Washington papers has CBS worried. But what the network execs deprecate is more than the situation is what they describe as the righteous attitude taken by NBC. At a meeting with a couple NBC officials last week one of the Columbia headmen charged that the former network was trying to make publicity and good will capital out of the newspaper antagonism which occurred by the operation of the CBS news service. Same CBS spokesman averred that NBC is preparing for itself an alibi in anticipation of going in for newscasting on a similar scale. NBC's act at that time with the newspapers, he predicted, would be the assertion that it had been forced into the thing by CBS' aggressiveness.

Chicago, Oct. 2.

Trying to get some realism in a news report, local Columbia mikes spilled over the paint box and the Columbia mikes spilled a bad spot. Newspapers hopped on the angle and tore into the situation with cries of 'fake,' with the result that Columbia had to cut itself loose from two men in a reprimand action. Two men out are Steve Trumbull, chief of the local Columbia news bureau, and Harold Fair of the local CBS production staff.

CBS had its wire down in upstate Indiana to catch some first-hand reporting on the chase for some escaped Michigan convicts. Broke into the air late Wed. (27) night with a heated account of the convict hunt. Everything okay until somebody started shooting near the mikes. It was great copy for the radio audience and the boys behind the mike did nothing to get the men to quit shooting. Story was built into a running gunfight. Bit squabble occurred when police put in a squawk the next day with both CBS and the Indiana police passing the buck as to the responsibility for the shooting. To the incident it was apparently a case of some of the farmers chasing the convicts putting on a spontaneous show for the benefit of the mike. Had been carrying the guns around all day and aching for a chance to pull the trigger. Got the Ralph K. Tamm Fourth of July and be radio actors at the same time. So it made a good story for the reporters at the mike.

is for

The Chicago 'Tribune' especially hopped on the case and followed with a yarn that the Indiana state police would file formal charges with the Federal Radio commission. Other newspapers also excited and spent time in viciously kidding it. WGN, the Chicago 'Tribune' station, loses its CBS affiliation on Nov. 1.

Entire CBS was on the spot since the account was carried over some 35 Columbia stations. WIND down in Gary, Ind., drew much of the newspaper space, though as a matter of fact the Ralph K. Tamm had nothing to do with the broadcast, merely taking the report along with the other Columbia network service. In the case of Trumbull's it appears merely the case of somebody's head being chopped off

OLDSMOBILE'S 3 NAMES

Two From NBC—One CBS Offering Included

Though the Artists' Bureau originally suggested the band, Casa Loma auditioned last week on a half hour stanza that NBC had framed for Oldsmobile. Motor account liked two other items for a program that NBC had submitted and intimated to the latter network that it wouldn't mind having the Casa Loma there to round things out.

Other two attractions that NBC piped in Oldsmobile along with Casa Loma were Robert ('Believe It Or Not') Ripley and Countess Albany.

KSL OKAYING EXTRA WJJD TIME ON WAVE

Deal now being settled between WJJD locally and KSL, Salt Lake, to permit the local out to stay on the air until 10 o'clock each night instead of going off at 7:30 according to the Federal Radio Commission ruling. KSL has permitted WJJD the extra time on the air in the past but this year there was some palaver due to the increase of KSL to 50,000 watts.

With KSL at 60 kilo and WJJD at 20,000 watts there was some talk of the two signals meeting somewhere out in Oklahoma vicinity. But this has been figured as no real deterrent with the agreement set and in the mails.

Westphal-CBS Part

Chicago, Oct. 2.

Frank Westphal leaves the local CBS office and WEBM after a number of years as studio band leader. He and his 15 musicians are on notice.

Clarence Wheeler is being brought in next week to replace as baton waver. With Wheeler will come 15 of his own picked instrumentalists. About seven band leaders locally were auditioned for the new spot.

Those with Red Noses Ether Opera on Coast

Hollywood, Oct. 2.

KNX will broadcast nightly tabloid opera from the Paris Inn cafe. Waiters, chefs and buss boys will comprise the singing chorus.

Principals grandoperating it nightly were once in big time—same goes for some of those in the chorus who are now filling less spectacular jobs.

ELSIE HITZ ON WOODBURY

In addition to the Bing Crosby series on CBS, starting Oct. 17, Woodbury Soap has obligated itself for a script show with NBC. Title of the serial is 'Dangerous Paradise,' with the cast centered around Elsie Hitz and Nick Dawson. It will be three evening installments a week, starting Oct. 25.

For the program's release the soap maker has taken NBC's basic blue loop. Last appearance of the Hitz-Dawson combination was on CBS for 2X, a series billed as 'The Magic Voice.' Script was placed through Jesse Dutcher's office.

ST. LOUIS STAFF EXTENDS

St. Louis, Oct. 2.

Ted Sherdeman has been added to the KMOX production staff. Another newcomer is Bradley Simpson, continuity writer and producer, hailing from KFI, Los Angeles.

Sherdeman was formerly with CBS' Chicago studios. Walter 'Hank' Richards, whom Sherdeman replaced, has moved on to Chicago.

to ease the heat. Local radio editors sent in a protest on the Trumbull removal, but did no good.

Columbia news service sending a man in from New York to take over Trumbull's job on the news bureau temporarily.

Kaufman Chi CBS P.A.

Chicago, Oct. 2.

Bob Kaufman now western publicity head for Columbia system. Takes the space vacated by Steve Trumbull when he moved over into the Columbia news bureau here. Kaufman came into town four weeks ago as p.a. for the two Ralph Attias stations, WJJD and WIND, the latter CBS-affiliated.

Ruth Betz continues as publicity chief for WEBM, the local CBS outlet.

PACKER THINKS CANNER STOLE BUTLER

Armour Co. is accusing Chase & Sanborn coffee of lifting one of the meat packer's program ideas and wants NBC to do something about the situation. Squawk that Armour has lodged with the network holds that the bits of master-and-butler crossover Jimmy Durante uses in the Sunday night session smack familiarly of the Phil Baker-Bottles patter introduced on the Armour show some six months ago.

Meat concern isn't threatening to quit NBC if C&S doesn't desist, but it thinks that the web should try to prevail upon the coffee canner to take the angle complained about out of all future Durante scripts. On the C&S stanza the butler is referred to as 'Meadows'.

3-WATT SQUEAKIE WORRIES COMMISH

Galveston, Oct. 2.

Federal radio commission's campaign to secure low powered stations to require licensees met a set back at Houston when complaint against Sewall Myers and associates, operators of 'Voice of Labor,' 3-watt station, was dismissed. Defendants contended that radio waves did not reach outside state.

Charge was made that 'Voice of Labor' interfered with Shreveport station 200 miles away. Defense introduced testimony that station could not be heard at Galveston 60 miles away. Commission may seek injunction.

BEANS FOR KIDS

Chicago, Oct. 2.

Western Grocery company starts plugging their Brown Beauty Baked Beans with an entertainment and merchandising hook-up through the southwest on Oct. 13. Using 52 disc recorded by Columbia phonograph and placed through the Erwin-Wasey agency.

Will use 10 stations as a start to run three times weekly during the children's listening period. Discs are five-minute rides and will carry Uncle Bill philosophy for kids' ears and a cowboy tonsil-wagler. Tied in with newspapers for a merchandizing hook idea strictly.

Acts Turn Down Theatre Contracts For Fear of Missing an Audition

Boswell litters last week turned down four weeks offered them by RKO in order to be available for a commercial they expect to call them for a live audition any day. CBS Artists' Bureau has submitted them to this client by way of a recording and the info has come to the trio that practically all the commercial's top execs have okayed the act and as soon as those concerned get set for it they'll arrange for a hearing in the flesh. Sisters have been on the network airwaves for four years and been on the payroll of that many commercials.

Another CBS act living in commercial expectancy and turning down four weeks of the same stars is Stoopnagle and Budd. In recent months this team has passed up thousands of dollars in this source of income so as to be on hand for a sudden advertiser call.

Agencies Don't Earn or Deserve 15% In New Accusation Angle of ANA

MICH. NET'S 2 MAGS

One For Fans, Other For Agencies and Advertisers

Kunsy-Trendle broadcasting system with its tie-in for the Michigan Network is hooking up its other angles with its own magazines, two of 'em. One for the public and the other strictly for the advertising agencies and clients. One is fan mag, the other business angles. Format of both sheets identical.

Involved stations are WXYZ (Rey station), Dearborn; WDET, Bay City; WDET, Flint; WELT, Battle Creek; WIBM, Jackson; WOOD-WASH, Grand Rapids; WKZO, Kalamazoo.

INDIE WGN KEEPS NO-PROFIT POLICY

Chicago, Oct. 2.

No change for the station is the apparent policy decided upon for WGN, the 'Tribune' outlet, when that transmitter leaves CBS on Nov. 1 and goes indie. Much talk of switches in the setup go by the board, especially the reports of slicing of scale in an effort to corral all local trade.

Rates will flatly remain at their present peg. WGN intends according to all inside report, to keep its 'service' policy without attempting to show profit. All money being earned by the station is being thrown back into the transmitter and the 'Tribune' as a newspaper unit evidently plans to continue that idea of making the situation a service reflection of the newspaper.

Pete Dixon's Coast Chore

Pete Dixon left yesterday (Monday) for Los Angeles where he will cast and direct the coast company of the Erwin-Wasey agency's Hecker show. Mrs. Dixon (Alene Berry) went along.

Show goes on the Don Lee net for 39 weeks with a \$25,000 talent appropriation.

Lee DeForest Gets 25G

In New Television Deal

Hollywood, Oct. 2.

Lee DeForest has been handed a new contract by M. A. Schlesinger of General Patents Co. calling for use of all DeForest patents for television. Previous three year contract between the pair ran out, several weeks ago, and Schlesinger came here to renew their agreement.

DeForest gets a retainer of \$25,000 per year, in addition to royalties.

Inventor is in New York, having left here Monday (25), and will leave for Paris shortly with Schlesinger on a television deal.

MASKING THE PLUG

Splicing Commercial Comics in Funny Page Program

Chicago, Oct. 2.

Erwin-Wasey agency here has discovered a wrinkle to make a commercial program sound like a sustaining and are working the idea for National Baking company through Iowa outlets, WOW and WHO-WOC.

On every Sunday with the reading of the comics, and one of the comic pages being read is the commercial copy of the National Baking company called 'Vitamin Vic'. On for 13 weeks to tie in with a newspaper campaign and as a test of the notion.

Association of National Advertisers is gathering member support and statistical ammunition for a stiff attack on the agency commission provision of the advertising trade's code now on file with the NRA administration in Washington. In this document the American Association of Advertising Agencies has designated 15% as the minimum rate of commission that should be charged for handling an account and it is the intention of the ANA spokesmen, when the hearing on the code is called, to assail the 15% level as excessive and out of line with what is coming to the average agency for services actually rendered.

In backing up arguments with facts the ANA will most of its citing from the business of broadcasting. For the past two weeks this association has been gathering data from both network and station representative sources with the idea of showing that the major amount of labor accruing to program building and merchandising is accountable to organizations outside the agencies. Already in the hands of the ANA is info indicating that 55% of the network casting placed the past year was created both as to programming and merchandising by offices such as World Broadcasting and Scott Howe Bowen, which specialize in this phase of the business. Findings as gathered from the networks sets this extra agency responsibility at 60%.

Particularly determined in their opposition to the minimum 15% level are the national advertisers who do business through agencies in which they have a financial interest. Under the provision of the code which forbids rebating, these same accounts would be syphoned from collecting rebates or making their own commission terms. These accounts hold that most of the work on their advertising, whether it be print or radio, is carried out by their own home office staffs or through broadcasting sources and that the enforced payment of a 15% minimum would be both unreasonable and discriminative.

CBS' MEET-MINGLE JOB

Pete de Lima Will Contact Agencies on Talent

For the first time since the organization of the CBS Artists' Bureau that network's headmen have deemed it necessary to designate a special contact for the ad agencies. To fill this role Pete de Lima, as yet, has no bureau of his own, but will be on office routine entirely. As a sort of combined salesman and ambassador at large de Lima will not only retail talent for prospective programs but see that the advertisers and their reps are serviced and kept abreast of what CBS' talent they've got.

NBC put into effect this special contact arrangement last winter when it brought Bill McCaffrey, ex-vaude agent, into the artist service and delegated him to do nothing but make the round of the ad agencies. Similar duties later were assigned L. J. Fitzgerald, transferred here from the Chicago artists' service branch.

Realignment of de Lima's tions was decreed by the CBS top execs after they had come to the conclusion that the stiff competition the network had been receiving this season from indie booking agents made it imperative that a walking delegate be immediately assigned to the ad agency field. CBS has been faring away below last year's level in the sale of commercial talent. Of the sponsored shows on the web's fall schedule less than 30% contain talent cleared through the CBS Artists' Bureau.

De Lima's contact making and other office routine is being handled by Don McLaughlin, a newcomer to the CBS payroll.

WCCO Booked Solid

Minneapolis, Oct. 2.

WCCO, local Columbia chain station, has nearly all of its available time sold.

There is heavier booking than at any time in the past several years, and it has come over than usual, according to Earl Gammon, station manager.

WAX, WEBS, 4A'S, AND NRA

Adv. Agency Head Operating Radio Station, Merger of WODA, WAAM

Milton ver- that name, is stepping out into the field of station operation an extensive scale. As the first move in that he has obtained permission from the Federal Radio Commission to merge WODA, Paterson, and WAAM, Newark, into a single outlet with the new transmitter located in Carlstadt, N. J. Call letters for spilled affair haven't been decided.

Interested with in the WODA-WAAM amalgamation is Richard E. O'Dea, owner of the Paterson outlet and operator of a music store in that city. Each of the stations is licensed to operate on 2,500 watts daytime and 1,000 watts at night. Consolidation will give the project full time on the channel, 1,250 kilocycles. Studios for the unified operation will be located in both Newark and Manhattan.

Regi It is Blow's plan. make the WODA-WAAM combine the nucleus of a regional network with the link having representation, in addition to New Jersey, in New York State, Pennsylvania, Maryland and Virginia. With the idea of eventually creating a full time channel in New Jersey and proceeding with the enterprise from that point into some time ago bought a controlling interest in WAAM.

Blow makes the first New York agency man to extend his affairs, openly, to the business of station operation. Major network account handled through his agency is Philip Morris cigarettes on NBC, while in the field of spot broadcasting Blow's big money commercial is Bulova watch.

4 A'S ON TIME BROKERS A BURN-UP FOR BOWEN

Scott Howe Bowen is reported doing a heavy turn-up in the American Association of Advertising Agencies. Bowen's peeve dates to the Four A's policy against time brokers and the advertising agencies making it just as tough as possible.

Ass'n of National Advertisers, who are preparing to challenge the time brokerage agency 15%, confidently expect Bowen and other interests in spot broadcasting to line up with them. In that event it might mean a frank brushing aside of agencies in favor of direct dealing with advertisers.

Four A's are said to be plenty worried by the antagonism of the National Advertisers. Whole situation is volcanic for the advertising world, with radio only one phase of the problem. Four A's represents the big advertising agencies, but its membership is only about 25% of the total number of agencies in the

Lahr Needs Writers

ig worry facing J. Walter Thompson in connection with Bert Lahr's Royal Gelatine show is keeping the comic supplied with authors and material. Couple of the Broadway scripts that Lahr has had on his payroll for some time walked last week making it necessary for both the agency and the comic to send out a frantic S.O.S. for gag relief.

Predicament that the Standard Brands advertising man and the comedian find themselves was exemplified last Thursday (28) when Lahr for his stint on the Rudy Vallee-Fleischmann stanza had to resort to a script he used several weeks before on the Chase & Sanborn show.

To NBC and Cohan

VARIETY wishes publicly express its gratitude to the National Broadcasting Co. George M. Cohan for gracious tribute to Sime verman last Wednesday n) (27).

Coast Sound Men Umonize; Basic Wage

Radio technicians California are attempting to organize, and have drawn up by-laws and a code as the Association of Radio Broadcast Technicians.

Copy of the code has gone forward to Sol Rosenblatt, deputy NRA administrator in Washington, and stipulates an eight-hour day, five-day week.

Minimum salaries are set, ranging from \$150 a month for technicians on stations of 100 watts or under, to \$200 for stations up to 50,000 watts. Wages for control room men, and memo operators are set up, too. Technicians claim most of the approximately 120 operators south of Bakersfield have joined the Los Angeles bunch, while most of the 70 north of that city have come into the Frisco fold. Northwest is also organizing, they state.

They're due for confabs with stations owners and managers this week.

Radio engineers at the several Bay district ether stations have organized a union, affiliated with the A. F. of L. Despite opposition, chiefly from NBC, around 50% of the engineers are enrolled.

New local has signed an agreement with the AFL to abide by the latter's decision whether or not the union will be under the jurisdiction of the Brotherhood of Electrical Workers of the IATSE.

Organizing under cover, the move was not known until this week by the stations, with a report that NBC officials threatened to disavow any employee who joined. Later NRA representatives here are said to have ordered the chain to lay low on such action.

NBC WON'T REPLACE 10TH VICE-PRESIDENT

RCA board of directors has decided not to fill the v.-p. niche at NBC made vacant by the resignation of John Elwood three weeks ago. Means that the NBC roster of vice-presidents is reduced to nine.

Musical and educational phases of Elwood's former function have been assigned to his assistant, Franklin Dunham, while the handling of the international, religious and political broadcasts has been reallocated by the program department.

Not T'nite, Josephine!

Hollywood, Oct. 2: able to ask because of 'laryngitis, Kay Van Hyer, who authors and plays Josephine in the KFWB series, 'Napoleon and Josephine', wrote herself out of the chapter due on the air the next night.

It wasn't strictly history, as 're-write had Josephine doing a powder on Napoleon, with considerable mystery engendered by the other characters as to where she was.

DROPPING RADIO DISC TAGLINE?

Spot Broadcasters Seeking N.A.B. Endorsement in Belief NRA Will Recommend Federal Commission Eliminate 'By Electrical Transcription' Label—Meanwhile Four A's in Delicate Position and Time Brokers Given Rush

SPOT VERSUS CHAIN

A resolution will be presented at the convention of the National Ass'n of Broadcasters in White Sulphur Springs, W. Va., Oct. 11, seeking to obtain the endorsement of that body to eliminate from radio practice the need for labeling radio discs as 'electrical transcriptions'. If the NAB will publicly endorse such a recommendation it is understood the Federal Radio Commission will permit a change as an NRA business move.

Spot broadcasting business has been retarded materially by the Federal ruling that compels all wax programs to be announced as such in advance of broadcast. With this stigma removed and the public unable to discern waxed programs from live talent, spot broadcasters believe things will be much pleasanter.

It is expected the majority of stations will okay the elimination. Not only okay it but welcome it as a step toward to increase their money-making chances. What the attitude of the network members of the NAB would be is problematic. Traditionally, NBC has been against wax, although now on record as relaxing that opposition. Whether anything so radical a omission of the tag line would be allowed to go through without a fight is doubted.

A sharp division exists between network and spot broadcasting. Each side has its arguments, and they dig deep into the foundations of radio itself. Network broadcasting is the radio medium of big business and national advertisers. Spot broadcasting is the other way for the advertiser who can't afford or doesn't need the webs.

Advertising agencies in general favor the networks. It's prestige for the agency to be on a network. Spot broadcasters argue the big business and national advertisers are partially waste circulation, and especially wasteful to the advertiser with incomplete or regionalized distribution.

The Ti raker

Into this somewhat complicated question with ample evidence on both sides has been injected within the last year or two the hostility of the Four A's to the so-called time broker. These brokers have by now largely been forced out of business or compelled to change their status from general to special representatives as favored by the advertising agencies.

Spot broadcasters aver that the Four A's has by its attitude tended to favor networks, since the time brokers were the tough, tough and resourceful exponents of spot broadcasting and constantly plugging this type of advertising as against the network. Four A's didn't like the time brokers because the latter, getting the usual agency run-around, were in the habit of going direct to advertisers and selling them. That helped the stations get programs, but it didn't help the agencies keep their clients or collect their 15%.

Some speculation has been heard about the need for setting up some sort of selling bureau in New York, Chicago, or other central points with the sole view of spreading the word according to platter, now that the time broker isn't around to

Radio's Invasion of News Field May End All Daily Press Space; Also the Radio Eds' Nice Jobs

Adv. Mgr. a Yodeler

Fairmont, W. Va., Oct. They double in brass WMMN. Studio Secretary Pietro Repp plays accordion in regular broadcasts.

Everett Kirby, program director, plays hillbilly music that the yokels love. Don McWhorter, announcer, also plays saxophone in the studio orchestra. Fred Cooper, assistant engineer, plays traps in the orchestra.

G. advertising manager, sings and composes sacred music in regularly scheduled broadcasts.

This is one way of beating the depression and cutting talent costs.

CODE GOT NO PLACE IN 1ST PARLEYS

Adjustment of the broadcasters' code is now in a state of committee meetings. Following the hearing on the filed trace document last Wednesday (27) Sol Rosenblatt, deputy NRA administrator, called upon the various factions concerned to get together in conference and attempt to reconcile themselves to one another's demands. Meetings to that end resume today (Tuesday) in Washington after a three-day adjournment with Actors Equity and the International Brotherhood of Electrical Workers among the organizations represented.

IBEW has entered the situation as the spokesmen for the studio and transmitter technicians, while Actors Equity is seeking recognition as introversors for air talent. With the opening of the hearing last week Frank Gilmore, Equity president, submitted an elaborate scale to govern minimum salaries for performers. Setup deals with stations ranging from Class A to Class D and determines network salaries by the number of outlets in the hookup. For Class A stations, Gilmore is asking \$40 minimum per commercial program and for sustaining shows a basic stipend of \$20. Either sum applies to evening performances.

National Association of Broadcasters, which authored the code now on file, and the labor elements conferring with it hope to dovetail their differences by the end of this week so that the revised document may be turned over to Rosenblatt for approval as soon as he has disposed of his concern with the motion picture code.

Wynn Back Oct. 30

Ed Wynn returns to his niche on the Texaco show with the Oct. 30 broadcast. Graham McNamee, the double quartet and a Don Voorhees combo will make up the rest of the program.

Session currently has Sisters of the Skillet (East and Dumke).

keep giving the networks the buzzer. Stations figure that the set-up favors the networks with their big sales departments and expense accounts for entertainment. Spot broadcasting needs strategically located mouthpieces, according to this line of reasoning. But so far as the NAT going on record in that direction, the network membership within the NAT suggests improbability

Some publishers favor and all radio editors of a speculative turn of mind apparently fear the possibility of resses drastic reprisals continued competition with new papers in news-gathering. That about sums up the present condition of the perennial press-radio war which is always on the fire and has recently sent off some steam following CBS' establishment of an official news-gathering bureau of nation-wide scope.

Sharpness in which some of the radio editors have assailed CBS has a personal tinge to it. Specifically the radio editors are getting the rumbles of approaching storm among the publishers and are scared that their jobs are in jeopardy. It may seem far-fetched, but actually the next logical step against radio is to shut down radio publicity limiting radio text to program listings.

Should there be disposition on the part of publishers to hold radio news to the program data the public demands, and would the radio editors' nice jobs. Far away or not, the thought is enough to give a radio editor qualms. And with them needing new broadened dressing gowns this winter, too.

Dallas Regional Ford Show With Real Talent Pleases Civic Pride

Dallas, Oct. 2. Nicest boost this year to Dallas' importance as a broadcast center is a locally produced Ford program sponsored by Texas and Oklahoma dealers and handled by Tracy Locke-Dawson, Inc. Dallas and New York agency. Schedule, 30 min. every Wednesday night, employs a network of three stations, WFAA, Dallas; WKY, Oklahoma City, and KVOO, Tulsa. While the programs are cast and directed by Duke Murta of the agency staff in Dallas, each station alternates as the actual broadcast point in order that both the Ford dealers and the public of each vicinity may sit in.

Ernie Stanton features the latest program, while Nancy Garner, Lassies White and Pat Wilds are recent entertainers.

Agency has developed the program under a copyrighted billing, 'Feel of the Ford at the Wheel', and a newspaper campaign offering \$1,000 in prizes is running concurrently with the radio advertising.

NO ACROBAT, DOWNEY INFORMS COLUMBIA

Following his two appearances for Studebaker this week Morton Downey stays out CBS until the network gets him another commercial. Warbler a month ago lalked at the junction of his week's work on the CBS schedule and declared himself through doing any more sustaining programs, and since then he's been off the air.

Following his opening the Earle, Philly, next Friday (13) Downey has three more weeks lined up for his CBS. In consecutive order they're the RKO-Albee, Providence, the Earle, Washington, and the Century, Baltimore.

Hollywood-on-Air Sat.

Hollywood, Oct. 2. 'Hollywood on the Air' goes back to Saturday nights instead of Mondays due to daylight saving time this year.

Dodge 20-Day Spots

Chain Income from Time Sales

NBC

	1933	1932	1931	1930
January	\$1,839,885	\$2,635,447	\$1,899,497	\$1,418,979
February	1,742,784	2,671,809	1,959,778	1,347,874
March	1,997,463	2,864,783	2,164,434	1,652,629
April	1,690,177	2,649,892	2,185,800	1,874,523
May	1,669,194	2,305,448	2,101,526	1,731,409
June	1,512,192	2,081,466	2,311,156	1,509,224
July	1,364,059	1,825,433	2,027,975	1,692,680
August	1,407,483	1,745,338	1,892,427	1,612,284
September	1,565,606	1,807,795	1,951,826	1,584,581
	\$14,779,150	\$20,567,306	\$18,314,965	\$14,268,579

CBS

	1933	1932	1931	1930
January	\$841,465	\$1,348,842	\$692,111	\$644,685
February	884,977	1,319,414	750,621	592,943
March	1,016,102	1,436,050	1,110,526	726,093
April	775,487	1,354,692	1,076,103	705,442
May	624,256	1,326,994	1,065,352	642,782
June	553,056	1,153,830	1,067,230	592,248
July	446,414	591,183	877,386	431,428
August	499,688	540,342	774,518	392,673
September	547,203	685,156	947,138	535,768
	\$6,287,698	\$9,518,453	\$8,150,968	\$5,264,062

FALL PROGRAMS GET LATE START

Delay among the new lineup of customers in getting their shows started, with the result that the debuts were practically all bunched into the last week of the month, prevented both NBC and Columbia from at least equaling the September, 1932, incomes from the sale of time. In either case, however, the gross revenue from this source last month was 10% better than it had been for the previous month of August.

NBC last month (September) took in \$1,565,606, as against \$1,407,483 for August, while on the CBS books the earnings from the September turnover in facilities came to \$547,203, as compared to August's \$499,688. Pickup in either instance is equal to if not better than the margins between August and September set up during the years of 1930, '31 and '32.

Showing of last month's time billings is not so bright when contrasted with the 1932 levels. For September, '32, NBC struck off a gross of \$1,807,795, or 14% less than the network gathered the previous month. With Columbia the contributions for time the previous September totaled \$685,156, which was 20% over last month's take.

Even with the heavy flow of new month of October, the chances of either of the networks attaining last year's income level for that month are slight. Figure that NBC has to shoot for is \$2,063,273, while the CBS total of \$972,358 for October, '32, gives the latter web, comparatively, a still stiffer objective.

Northwestern Football Plugs Same Name Yeast

Chicago, Oct. 2.—WMAQ, "Daily News" station and NBC outlet, will get football games each week through the Northwestern Yeast company. Hal Totten, who has been doing baseball broadcasts, will handle the mike.

Northwestern University games will be the center attraction exclusively, since Northwestern plays all its games but one in suburban Evanston. Only game out of town is the Columbus jaunt for the Ohio State tilt. "Totten will ride to that city for the broadcast."

First game goes over WLS, but all others WMAQ. Series will ride until Nov. 25.

CITY SERIES FOR PILLS

Chicago, Oct. 2.—Short deal was made between the Walgreen drugstores and WGN for play-by-play accounts of the city series baseball games between the Cubs and White Sox. Walgreen stores have been a consistent sponsor of sports reporting over this station.

Bob Elson handling the mike. Series starts this week.

CHI PRO FOOTBALL REPORTS FOR DODGE

Chicago, Oct. 2.—Professional football games have found a commercial sponsor for play-by-play reporting over the ether. WGN, the Chicago Tribune outlet, last week signed with Dodge Motors for a weekly account of the games of the Bears and the Cardinals, the two local pro outfits. Go on every Sunday from the Cub's ball park, Wrigley field, with the exception of the first, which takes place in the big Soldiers Field. Contract calls for 11 games and will be reported by Bob Elson, WGN sports man.

Deal placed through the local Ruthrauff and Ryan agency.

WOW Says No Fair

Omaha, Oct. 2.—John Gillin, station manager of WOW, leaves today (2) for a business trip in the east. Gillin's main objective is to appear before the P. R. C. October 6 to contest the request of KMLB, Monroe, Louisiana, asking to have its wavelength changed from 1,200 to 590 kilocycles, the present wavelength of WOW. Omaha station broadcasts at 1,000 watts while Monroe station is powered at 100 watts.

From Washington Gillin will go to Green Briar, Virginia, to attend the National Association of Broadcasters, October 9, 10 and 11. While away Gillin will also contact New York and Chicago offices and agencies on routine business.

Carnation's 48 Towns

Chicago, Oct. 2.—After having ridden for years on the basic Red web of NBC Carnation Milk will stretch out on the ether this week to straddle the entire country.

Will take in 48 stations, hitting coast to coast. Formerly only from east to midwest.

New England Network's Office

New England Network, regional link taking in WTRC, Hartford; WERI, Boston; WTAZ, Worcester; WOSH, Portland, and WJAR, Providence, has established a New York office. Joseph Weed is the manager. Web was organized last winter with each of the member stations also affiliated with NBC. As a regional link the NEB is the only competitor in this area to John Shepard's Yankee Network.

Moran and Mack For 4 Weeks

Moran and Mack's stay on the Old Gold stanza, beginning with the Oct. 25 broadcast, is for four weeks. If the team clicks they'll get a renewal for another two or three weeks. Policy of taking them on for a four- or five-week trial, then either renewing or dropping them, is the one the cbs account intends pursuing from now on with all talent but the Fred Waring aggregation.

By continuing to switch the wailing and comedy rimes in an out of the Wednesday night CBS niche the commercial figures that it can collect more substantially in both press matter and listener attention.

Warners Plug Own

Hollywood, Oct. 2.—Warners will plug its current films at its Downtown and Hollywood theatres in two weekly half-hour programs over the Warner Brothers station, KFVB.

Programs handled by Jack Joy will comprise the dramatic tabloidizing of the films plus the utilization of singers and talking acts from the current show at Warners' Hollywood.

CHI STATIONS RATE SELVES TOO SOFT

Chicago, Oct. 2.—Talk among local station execs who have been comparing figures may result in the boosting of local station rates substantially. According to the statistics of local transmitters, Chicago rates are the lowest in the country when figured per listener.

Cities which have 50% and 60% less population than the Chicago area have station rates as high and higher than the Chi cards. New York transmitters, which cover only about 25% more territory than Chicago outlets, have rates which are out of proportion to population, their rate card figuring 75% to 100% higher than Chicago's other charges, claim station leaders here.

They point out that on the NBC card the rate in Minneapolis is \$425 compared with \$460 in Chicago compared to \$900 for the same hour in New York. This despite the fact that the service area of a Chicago transmitter of any importance is figured at 150 miles, while the same New York outlet tops 75.

On the Columbia system the Chicago rate is \$425, and \$400 in both Philadelphia and St. Louis, both cities far under Chicago in population. In New York the rate touches \$800 for Columbia.

While the rates are similar in St. Louis, Chicago and Minneapolis, St. Paul, covers two to four times as many listeners. Chicago's metropolitan population is 4,200,000, St. Louis touches only 2,000,000, with Minneapolis, St. Paul figured at about 1,000,000.

Greig Blair Rep Partners Scatter to Chicago, N.Y.

San Francisco, Oct. 2.—Greig, Blair Co. exclusive station representatives, have been joined by Lindsey Splight from NBC's sales department, and are reorganizing as Greig, Blair & Splight, Inc., and expanding nationally.

To date they have KFSD, San Diego; KDYL, Salt Lake; KNX, Hollywood; KO, Seattle; and KFPY, Spokane, to represent for time sales.

H. J. Greig has left to take the New York office, John P. Blair is off for Chicago to represent the firm there, and Splight remains in Frisco headquarters. Deane Sandberg is in Los Angeles for the new outfit.

Sydney Dixon moves over from KYA to succeed Splight on the NBC sales force here, while Sidney Nowells of KSL, Salt Lake, takes former's spot at KYA.

UNDERTAKER ON AIR

San Diego, Oct. 2.—Charles Sears, tenor, and Stephen North, poetic reader, are on a new weekly radio series sponsored by Johnson-Saun company, undertakers, over KFSD. Orchestra will be conducted by Palmer Clark.

Series is titled "Beauty That Endures" and the morticians aim to promote their business sedately and carefully through a "program of beauty in both words and music." First time this firm has gone on the air for business and contract with KFSD is for a year.

Plymouth's Script

Plymouth Motors starts a script series, "Elmer Everitt Yes," on CBS next Tuesday (10), with the program's plotting giving it quarter hour each Tuesday, Thursday and Saturday evening. Station lineup will take in the basic loop plus Denver, Salt Lake and the Don Lee westcoast group.

Script's cast will include Hal K. Dawson and Jack Roseligh.

Protests End Canadian Commish Idea Of Selling Radio Direct to Adv.

Renewals

General Foods Corp. (Diamond Salt). Extends for another 13 weeks, effective Oct. 5, the 'Cape Diamond' light sketches over NBC's WJZ, WBZ, WBZA and KDKA. Benton & Bowles agency. Pacific Coast Borax Co. Makes it the third year for the 'Death Valley Days' stanza on NBC's blue web Thursday nights. Renewal date becomes effective Oct. 6, and McCann Erickson is the agency.

Manufacturer Supplies Discs, Local Dealers Pay for Radio Time

Taking a cue from the automotive industry, in which much of the advertising cost is assumed by the local distributors, the Grunow of the General Household Alliance company has prepared radio discs to be shipped to dealers selling the Grunow refrigerators and radio. Dealers will place them in their local transmitters.

On the discs recorded here at the Brunswick lab are the Verne Buck band, Belle Forbes Cutter, Esther Todd, Norman Gordon and Stanley Morner. Harlow Wilcox, ex-CBS announcer here and now free-lancing, doing the spiel.

Planning nation-wide distribution for this radio ride, which figures as a test on dealer co-operation in air advertising.

SIoux FALLS RULING ON NEWS TO STAND

Sioux Falls, S. D., Oct. 2.—News dispatch case appeal in which radio station KSOO sought to invalidate an injunction granted in United States district court where by the station was restrained from using news dispatches within a certain length of time after their appearance in a daily newspaper has been dropped.

Case was that of the Associated Press against the station and in which the federal court held that station KSOO was not entitled to the use of unauthorized material as appearing under the AP heading. With abandonment of the appeal proceedings determination of a final and permanent injunction is left to the federal court here. The preliminary injunction grant was made in April.

Pledge Expo Support

Chicago, Oct. 2.—World's Fair headquarters called a special meeting last week for stations and radio execs for talent aid in exploiting Chicago week.

All pledged free talent and will give two shows in the fair grounds, on Oct. 6, afternoon and the night of Oct. 7. Expect a million dollars' worth of entertainment to be delivered gratis.

BROWN SUBS FOR TOTTEN

Chicago, Oct. 2.—With Hal Totten moving east to voice the world's series for NBC's spot on the sports summary program locally for Pabst Blue Ribbon beer will be taken by Bob Brown, who has been doing the announcing.

Program has been running 15 minutes nightly over WMAQ, and will close at the finish of the world's series with Pabst Blue Ribbon figuring on a layoff until the new baseball season runs around with an excuse for daily sports results.

MARCONI, COMMERCIAL?

Fleischmann Yeast yesterday (Monday) was trying to induce Giacomo Marconi to do an appearance on its whirl of the current Thursday (5) night. NBC and RCA officials lending their good offices for the guest. Father of wireless has never done a sponsored broadcast.

Canadian Radio Commish was rapped twice in the same place during the past week and the tribunal has found it necessary to draw in its horns.

Having discovered that some U. S. tourists' automobiles entering Canada for short visits were equipped with radio sets, the Commish decided that entrants would be required to take out the Canadian annual radio license fee of \$2 at the border whether they were operating the set or not.

This raised all kinds of static and finally Hon. Mr. Durnan, Federal Cabinet Minister, announced that the statutes did not cover the point but that an amendment would be introduced at the next session to provide the free use in Canada of radio equipment installed in tourists' cars. Commish will have to scrape along with the few dollars in revenue.

Next, the Canadian radio board has countermanded on its proposal to sell commercial time direct to national advertisers, the withdrawal of the plan being due to wholesale objections. The result is that network advertising is being left in private hands and the Government officials are looking into the question of the commission's authority to rule anybody or anything off the air.

Complaints are also being received regarding the censorship methods of the radio tribunal and government officials are looking into the question of the commission's authority to rule anybody or anything off the air.

Dept. Store Tea Room Uses Home Talent Kids As Business Builder

Youngstown, O., Oct. 2.—Juvenile radio broadcasts, originating from the tea room of the G. M. McKelvey Co., largest department store here, running from 9:30 till 10:30 from station WKEM, will be used weekly during the winter. Store will give \$5 in merchandise each week to the boy or girl receiving the most votes, from listeners. Talent will register at the store. Children between the ages of 2 and 12 are eligible to broadcast. More than a hundred children have registered for the initial program this week.

4 Sponsors, Same Games

Minneapolis, Oct. 2.—Most popular program here in years as far as local radio advertisers are concerned is the broadcast of the University of Minnesota football games this fall, a survey shows. WCCO, local Columbia chain station, had the program sold to a manufacturer here early last winter and had applications for it from eight other concerns in recent weeks. KSTP, NBC station, also has been numerous opportunities to sell this broadcast, finally disposing of it to a life insurance company after university athletic authorities refused to permit a brewery to sponsor the program. Even the two smaller independent radio stations here have sold the program and will broadcast the games from the stadium. As result, the football games will go over four air lanes every Saturday afternoon.

PERFORMS IN WHEELCHAIR

Di is Case Like Conni oswell—A Fav

Charlotte, N. C., Oct. 2.—Radio program, conducted from wheelchair, broadcast twice weekly from WBT, Charlotte, N. C., a southern key station of CBS. Harold C. Brown, known as 'Old Wayside' runs a cheery show for shut-ins. Program is now the oldest on WBT, has just passed its sixtieth year on the southern air.

'Old Wayside' is an ex-performer in vaudeville. WBT plans to give him a big one hour Saturday night spot for his 'Shut-In Frolies'.

Connie Boswell of the Boswell Sisters is another wheelchair performer.

OUTSTANDING PROGRAMS ON THE AIR

NATIONAL

(Taking in chain programs of coast-to-coast or regional hookups. Listing artist, chain and key stations, time—EST, out of New York—and days, if more than once weekly, commercial and advertising agency on the account. The time difference according to geographical location can be figured out for local reference accordingly.)

(This and Next Week, Oct. 3 to Oct. 9)

(All Time EST)

TUESDAY (OCT. 3)

Julia Sanderson and Frank Crumit, rker Fennelly, Jack Shikret orchestra. Blackstone Plantation, 8:30-9 p.m. WEAF-NBC (Blackstone House) (Batten, Barton, Durstine & Osborne).

The Goldbergs, with Gertrude Berg, James Waters, 7:45-8 p.m. NBC-WEAF. Also Wed., Thurs. Fri. Mon. (Thompson) (Lord & Thomas agency).

Amos 'n' Andy, 7-7:15 p.m. NBC-WJZ. Also Wed., Thurs. Fri. & Mon. Broadband for the midwest and west 10 p.m. CST (Pepson).

Trade and Mark, Billy Hilltop, Scroopy Lambert, Nat Shikret directing, 8:45-9 p.m. NBC-WJZ. (Smith Bros. couch prop.).

Clara, Lu 'n' Em, Louise Starky Isabelle Carothers and Helen King 10:15-10:30 a.m., NBC-WJZ. Also Wed., Thurs. Fri. and Mon. (Palmer). Little Orphan Annie, 5:45-6 p.m. NBC-WJZ. Also Wed., Thurs. Fri. & Mon. (Ovaltine) (Blackett-Sample-Hummert).

Ben Bernie orchestra, 9-9:30 p.m. NBC-WEAF (Blackett-Sample-Hummert) (Matten-Fogarty-Jordan agency).

Lotell Thomas, 6:45-7 p.m. NBC-WJZ. Also Wed., Thurs. Fri. & Mon. (Sun Oil Co.) (Roche, Williams & Cunningham agency).

Household Musical Moments, Edna G. Guest, Alice Mock, Josef Koestner orchestra, 9-9:30 p.m. NBC-WJZ. (Household Finance Corp.) (Charles Daniel Fry agency).

Skippy, 5:15-5:30 p.m. CBS-WABC. Also Wed., Thurs. & Mon. (Phillips Dental Magnesia) (Blackett-Sample-Hummert).

Mills Bros., 7:30-7:45 p.m. CBS-WABC.

Boake Carter, 7:45-8 p.m. CBS-WABC. Also Wed., Thurs. Fri. & Mon. (Phico).

Kate Smith, p.m. CBS-WABC.

Eddie East and Ralph Dumke, John Ede, Don Voorhes' orch., NBC-WEAF, 9:30-10 p.m. (Texaco) (Hanft-Metzger).

The American Legend, Herbert J. Shierman, director, CBS-WABC, 10:10-10:30 p.m.

'Myrt and Marge,' 7-7:15 p.m. CBS-WABC. Midwest release, 9:45 p.m. (Wrigley's Gum) (Francis Hooper).

Eno Crime Clues, with Edward Reese, John MacBryde, 8-8:30 p.m. NBC-WJZ. Also Wed., same time (Harold F. Ritchie & Co.) (N. W. Ayer).

WEDNESDAY (OCT. 4)

George Olsen band, Bert Lahr (Chase & Sanborn Tea), WEAF-NBC, 8-8:30 p.m. (J. Walter Thompson agency).

Potash and Perimutter (Joe Greenwald and Lew Welch), WJZ-NBC, 8:30-8:45 p.m. (Peenamint) (McCann-Erickson).

The Post Prince, Eunice Howard, reading, NBC-WJZ, 11:15-11:30 p.m.

Irvin S. Cobb and Al Goodman's orchestra, 9-9:15 p.m. CBS-WABC (Good Guild). Also Fri., same time (Cecil Warwick & Cecil).

Ruth Etting, Raymond Paige orchestra, 8:15-9:30 p.m. CBS-WABC. (Studebaker).

Guy Lombardo's orchestra and Burns and Allen, 9:30-10 p.m. CBS-WABC. (White Owl cigar) (J. Walter Thompson).

Fred Warren's Pennsylvanians and Milton Berle, Harry Richman, 10-10:30 p.m., CBS-WABC (Old Gold) (Lennon & Mitchell).

Edwin O. Hill, news, 4:45 p.m. CBS-WABC. Conrad Thibault, Don Voorhes conducting, 8:30-9 p.m. CBS-WABC.

One Man's Family, sketch by Marion E. Morse, with Anthony Smith, 9:30-10 p.m. NBC-WEAF originating from NBC San Francisco studios.

Leo Reisman, conducting, Conrad Thibault, 9:30-10 p.m. NBC-WEAF (Philip Morris) (Milton Blow agency).

Morton Downey, 7-7:15 p.m. CBS-WABC. Also Fri.

Cyrena Van Gordon, Walter Gold, 7:30-7:45 p.m. NBC-WJZ. (Old Kiss Comedies).

Richard Humber, orchestra, from Essex House, 7:45-8 p.m. NBC-WJZ.

Alexander Woolcott, 'The Town Crier,' 10:30-10:45, CBS-WABC; also Fri., 9:15-9:30, CBS-WABC.

Kate Smith, 9:15-9:30, CBS-WABC.

THURSDAY (OCT. 5)

Bing Crosby, Ethel Barrymore, Morton Downey, Willie and Eugene Howard, Ruth Etting, Raymond Paige and Jacques Renard, conducting, 9:15-10:15, CBS-WABC (Studebaker).

Rudy Vallee-Fleischmann variety program, Moran and Mack, Guy Bates Post, Anthony and Rogers, WEAF-NBC, 8-9 p.m. (Fleischmann's Yeast) (J. Walter Thompson).

Capt. Henry's Show Boat, including Chas. Winninger, Lanny Ross, Annette Hanahaw, Muriel Wilson, Molasses 'n' January, Don Voorhes orchestra, WEAF-NBC, 9-10 p.m. (Maxwell House Coffee) (Benton & Bowles).

Glenn Gray's Casa Loma orch., midnight to 12:30 a.m. CBS-WABC.

Al Jolson, Paul Whiteman, Deems Taylor, m.c., and variety show, 10-11 p.m. NBC-WEAF coast-to-coast (Kraft-Phenix Products) (J. Walter Thompson).

'Singing Sam,' 11:58-12:30, CBS-WABC. (Barbasol) (Erwin Wasey).

Bossell sisters, Freddie Rich, conducting, 8:45-9, CBS-WABC.

IDAY (OCT. 6)

Cities Service concert, with Jessica Dragonette, the Cavaliers (Henry Shope, Frank Parker, John Seagle Elliott Shaw, Rene Montmorency) Frank Banta and Milton Lettenberg Rosario Bourdon's orchestra, WEAF-NBC, 8-9 p.m. (Cities Service Gasoline) (Lord & Thomas).

Fred Allen, Portland Hoffa, Jack Smart, Roy Atch, Phil Dwyer, Eileen Douglas, Ferdie Grofe orchestra, 9-9:30 p.m. WEAF-NBC (Best Foods) (Benton & Bowles).

Fond's Vanity Fair, Victor Young orchestra, Lee Wiley, WEAF-NBC, 9:30-10 p.m. (Pond's Cream) (J. Walter Thompson).

Floyd Gibbons, Headline Hunter, NBC-WJZ, 10:45-11 p.m.

First Nighter, with June Meredith, Don Atch, Cotton Brickert and Cliff Soubier, 10-10:30 p.m. NBC-WJZ (Campagna Italian Balm) (McCann-Erickson).

Armour House, with Phil Baker, Harry McNaughton, Merrie Men, Neil Sisters, Roy Skield orchestra, 9:30-10 p.m. NBC-WJZ (Armour Packing) (N. W. Ayer agency).

'Let's Listen to Harris,' Phil Harris and orchestra, Leah Ray, 9-9:30 p.m. NBC-WJZ (Cutex) (J. Walter Thompson).

Lum and Abner's Oldtime Sociable, 10:30-10:45 p.m. NBC-WJZ (Crichtfield agency).

Olsen and Johnson, Harry Sosnick orchestra, (Swift & Co.) (J. Walter Thompson).

Ethel Shatt, Walter O'Keefe, Don Bestor's band, 8-8:30 p.m. NBC-WJZ. (Nestle's Chocolate) (J. Walter Thompson).

SATURDAY (OCT. 7)

Ree Battle concert ensemble, WEAF-NBC out of Toronto (via CRCT), 1:30-2 p.m.

Weekend Revue, variety show, NBC-WEAF, 4-5 p.m.

B. A. Rolfe orchestra, with Rudy Wiedoff, WEAF-NBC, 10-11 p.m. (Hudson Essex) (Blackman agency).

Glen Gray and Casa Loma orchestra, 7:30-8 p.m. CBS-WABC.

SUNDAY (OCT. 8)

Alfred's marimba orchestra, WEAF-NBC, 10:30-11 a.m.

Major Bowes' Capitol Family from Capitol theatre, N. Y., 11:15 a.m.-12:15 p.m. CBS-WABC.

variety show, with Maria Sivilera, Hannah Klein, Nicholas Consentino, Tom McLaughlin, Four Minute Men, Waldo Mayo, Yasha Bunchak, conducting.

Jimmy Durante, Ruth Etting, Rubino's orchestra, WEAF-NBC, 8-9 p.m. (Chase & Sanborn Coffee) (J. Walter Thompson).

Jack Benny, Mary Livingstone, Frank Parker, Frank Black conducting, NBC-WEAF, 10-10:30 p.m. (Chevrolet).

Col. Louis McHenry Howe, President Roosevelt's secretary, 10-10:15 p.m. WEAF-NBC. Walter Trumbull interviewing him on national affairs. (RCA Victor).

Helen Jean, Albert Bartlett's orch., 2-2:30 p.m. CBS-WABC. (Bis-Dol) (Blackett-Sample-Hainwert).

Radio City Music Hall Concert, Roy (S. L. Rothfeld) as m.c., with Erno Rapee's orchestra, choir and soloists, 12:15-1:15 p.m. WJZ-NBC.

Frank Ormitt and Julia Sanderson, 5:30-6 p.m. WABC-CBS. (Bond Bread) (Batten, Barton, etc.).

The Gaschos, Vincent Foley conducting, with Tito Guizar, 9-9:30 p.m. WABC-CBS.

Vincent Lopez, Alice Joy, 10-9:30 p.m. NBC-WJZ. (Real Silk) (rwin Vasey).

Manhattan Merry-Go-Round, Tamara, David Percy, Men About Town, Gene Rodemich orchestra, 9-9:30 p.m. NBC-WEAF. (Lyon's Tooth Powder) (Blackett-Sample-Hummert).

American Album of Familiar Music, Frank Muen, Elizabeth Lennow, Othman and Arson, Grand Hirsch, Gus Hansen's orchestra, 9:30-10 p.m. NBC-WEAF. Bayer's Aspirin) (Blackett-Sample-Hummert).

Light Opera Nights, Muriel Wilson, Alma Kitchell, Willard Amson, Walter Preston, Harold Sanford, conducting, 8-8:30, NBC-WJZ.

Willard Robinson's Deep River symphony, 8-8:15 p.m. CBS-WABC. Also Thursday, 10:15-10:45 p.m. Symphony Hour. Howard Barlow, directing, 4-5 p.m., CBS-WABC.

MONDAY (OCT. 9)

A&P Gypsies, Harry Horlick directing, Frank Parker, WEAF-NBC, 9-9:30 p.m. (Atlantic & Pacific).

Sinclair Minstrels, Gene Arnold, Joe Parsons, Bill Childs, Mac McCloud, Clifford Soubier, Harry Kogen directing, NBC-WJZ out of Chicago, 8-8:30 p.m. (Sinclair Oil) (Erwin Wasey).

Jack Frost Melodies with Josef Pasternack's orchestra and guest artist, 8-8:15 p.m. NBC-WJZ out of Chicago, 8-8:30 p.m. (Gotham agency).

Morgan L. Eastman orchestra, Gene Arnold, Lullaby Lady, 10-10:30 p.m. NBC-WJZ out of Chicago, 8-8:30 p.m. (National Milk) (Erwin Wasey agency).

LOCAL SHOWS

(Embracing same data as National programs, giving time, artists, commercial, agency, etc., of local programs, and key stations, hook-up, regional or national.)

NEW YORK

(OCT. 3 TO OCT. 9)

(All Time EST)

TUESDAY (OCT. 3)

Eddy Brown, violinist, with miniature symphony maestroed by George Shickel, 8-8:30 p.m. WOR.

Footlight Echoes, directed by Tom Shackley, Lewis Reid announcer, 9:30-10 p.m. WOR.

'Sleepy Time,' May Sprinck, 6:15-6:30, WINS. Same time every day but Sun.

Gabriel Reuter, news comment, 7:45-8 p.m. WOR.

day but Sun. (Ebling Brewing Co.). Glen McCarthy, Spotlights of the Day, 7-7:15 p.m. WMCA.

WEDNESDAY (OCT. 4)

Phil Napoleon's orch., Merrill Lee, 9-9:30 p.m. WEAF. (Hudson Essex) (Blackman agency).

Market and Halsey Street Playhouse, Roger Bower, m.c.; Lee Cronin, conductor, 10:30-11 p.m. WOR.

THURSDAY (OCT. 5)

'Men of WOR,' variety, Sherman Keens directing, Grandiaria Quartet, Walter Abrams, 10-10:30 p.m. WOR.

Merle Alcock, soprano; Roderick Graham, conducting; 9-9:30 p.m. WMCA.

Peggy Lake and Ezra, 9:30-10 p.m. WMCA. Also Sun. Mon. and Fri.

Merle Johnston's Saxophone Quartet and Pauline Alpert, pianist, 7:45-8 p.m. WOR.

FRIDAY (OCT. 6)

Harold Stern's orchestra, 4:45-9 p.m. WOR (Crystal Corp.).

Handy Andy, 8-8:30 p.m. Teles of a Globe Trotter; 8:15-8:30 p.m. WEVD.

Jack Lott's Gaities, 6:45-7 p.m. VNS.

Bronx Marriage Bureau, Julie Bernstein, Hyman Brown, 9-9:15 p.m. WOR.

Orchestra Gema, Robert Hood, conductor; 10-10:30 p.m. WMCA.

SATURDAY (OCT. 7)

Eddie Duchin's Orch. Ray Perkins, Shirley Howard, 8-8:30 p.m. WJZ. (Rheingold Beer) (Hart-Meter).

WOR Little Symphony orchestra, Philip James, conducting, 8-9 p.m. WOR.

The Cuban Lady, Cuban songs, 1:45-2 p.m. WMCA.

SUNDAY (OCT. 8)

Silverbell, with Sylvia Miller, Madelyn Hardy, Mauro Cottone, William Kennedy, 9:15-9:30, WMCA.

Woodbury revue, with Rozanne and her orchestra, Al and Lee Reiser, Jack Arthur, 7:30-8 p.m. WOR.

Red Laquer and Jade, George Shackley, directing, 10-10:30 p.m. WOR.

Margaret Anglin presents, with

Robert Beddele, organist, 6:30-7 p.m. WOR.

Henrik De Leeuw, 'Oriental,' 4:30-4:45 p.m. WOR.

'Radiant Revue,' Anne and Lee Reiser, John Arthur, Rozanne, conducting, 7:30-8 p.m. WOR (Woodbury cosmetics) (J. Walter Thompson).

Jewish Little Symphony, with Jewish Serenaders, 6-6:30 p.m. WINS.

Choir Invisible, Vera Osborne, Annette Simpson, Veronica Wiggins, John Arthur, David Crowell, George O'Brien, Jack Keating, George Shackley, directing, 8:30-9 p.m. WOR.

Viola Philo, 8:15-8:30, WMCA.

MONDAY (OCT. 9)

Back Stage, with Boris Morros from Paramount theatre, N. Y., with orchestra, soloists, p.m. WOR.

Alfred Wallenstein's Sinfonietta, Veronica Wiggins, soloist, 10:30-11 p.m. WOR.

CHICAGO

(OCT. 4 TO OCT. 9)

(All Time CST)

WEDNESDAY (OCT. 4)

Budd Pickard, hill billy tunes; 7:15-7:30 a.m. WJJD. Sustaining.

THURSDAY (OCT. 5)

Ben Bernie orchestra, 6:45-7 p.m. daily. WMQA; 10:35-11 p.m. daily, WENR.

Homemakers Hour, 2-3 p.m. daily, WLS.

IDAY (OCT. 6)

Tom Gerun orchestra, 9:15-9:30 p.m. daily. WBBM.

SATURDAY (OCT. 7)

Mel Stitzel, pianist, 5-5:15 p.m. daily, KYW. Sustaining.

Quin Ryan, Headlines of Other Days, 9:45-9:55 p.m. daily, WGN. (Atlas Brewery).

SUNDAY (OCT. 8)

Wayne King orchestra, Bernie Cummins orchestra, 5:30-6:30 p.m. each week, WGN.

J. B. and J. B. comedy serial, 7-7:15 p.m. daily, WBBM.

LOS ANGELES

(OCT. 6 TO OCT. 12)

(All Time PST)

Snug Harbor, KHLJ, 8:30-9 p.m. maritime dramatization by Frank Gill and W. N. Robson. Sustaining.

Schubert's Serenade, dinner music, KMTR, 6:15-6:30 p.m. nightly except Saturday. Sustaining.

Merrymakers, KHLJ, 9-10 p.m. variety show, with Gill and Doemling and Ray Paige's orchestra. (Ford Dealers of Calif.) (McCann-Erickson).

'Hon. Archie and Frank Watanabe, KNX, 7-7:15 p.m., comedy serial, every evening except Sunday. (Marion R. Gray Co.).

Al Pearce and His Gang, KFI, 2-3 p.m. daily except Sundays. Sustaining.

FRIDAY (OCT. 6)

Melodious Melodies, KHLJ, 8:15-8:30 p.m. Norman Nielson and Hazel Warner. (Sussman and Wermer) (Vincent).

Radio Periscope, KFWB, fantastic comedy with Tom Breneman and Owen Crump, 9-9:30 p.m. Sustaining.

KNX Varieties, with Jack Carter, KNX, 8-9 p.m. Revue, Sustaining.

SUNDAY (OCT. 8)

Symphony Concert, KMPC and rebroadcast KFWB, KFOK, Long Beach, KREG, Santa Ana, 10-11 p.m.

Chaucer's Haines' orchestra of 35 pieces, KHLJ, 7:30-8 p.m. Charles Champ, KHLJ, 7:30-8 p.m. Also Mon. and Fri., 9:15-9:45 p.m. (Straska. Toothpaste) (Smith and Drum).

Napoleon and Josephine, KFWB, 9-9:30 p.m. Serial dramatization of French history. (Barker Bros.) (Ray Alden agency).

'76 All-Star Revue, KHLJ, 7:30-9 p.m. Donald Norris, 'Hitting Hollywood' and Orville Knapp orchestra, Union Oil Co. (Lord and Thomas). Also Wednesday, Sept. 27.

'The Wanderer, KFWB, 9:30-10 p.m. Narrator, Bob Sherwood, chamber music. (Kevlinator) (Hammel agency).

MONDAY (OCT. 9)

Mad Hatter, KFWB, mystery serial, 8:30-9 p.m. Sustaining.

Girl Behind the Counter, KFWB, Jeannie Dunne and Bert Fisher, singing skit, 8-8:15.

'The Monday Jambores, KHLJ (from KFRN San Francisco), 8-10 p.m. (Shell Oil Co.).

TUESDAY (OCT. 10)

Heroes of the Lafayette Escadrille, KFWB, 8-8:15 p.m., air narration by Edwin Parsons. Sustaining.

'American Parade,' KMPC, 9-9:30 p.m. Sustaining.

Hodge Podge Lodge, KHLJ, emanating KFRN, San Francisco, 9:30-10 p.m., comedy program, sustaining.

California Melodies, direction Ray Paige, KHLJ (CBS), 6:30-7 p.m. Sustaining.

WEDNESDAY (OCT. 11)

'Grocers' Basket of Fun,' with Jack Carter, KNX, 8-9 p.m. (Durkee May; onnalse) (Livingstone Agency).

THURSDAY (OCT. 12)

Light Opera Favorites, KNX, 7:15-7:45 p.m., with Charlotte Woodruff. Sustaining.

DENVER

(OCT. 6 TO OCT. 12)

(All Time MST)

FRIDAY (OCT. 6)

Morning Musicals, Lamont School of Music, 10:15-10:30 a.m. KOA.

Luncheon Melodies, Joe O'Neil, baritone; Fred Burkett, tenor; Janet Bible, contralto; Bill Rogers, piano; 12:15-1 p.m. daily except Sun. & KLZ.

Denham Theatre, 4:30-4:45 p.m. Wed., Fri.; 3:30-4 p.m. Sun., KLZ.

SATURDAY (OCT. 7)

Kids Club, Jerry and Marjorie O'Neil, director, 3:15-4:45 p.m. KLZ.

Rainbow Ballroom orchestra, Kaye, director; 10:30-10:30 p.m., Tues., Wed., Sat. KLZ.

SUNDAY (OCT. 8)

Mrs. Naomi Bengston, organist; Bob Harper, soloist, 10-10:30

RADIO CHATTER

New York

Mrs. Walter Craig (Lila Mann) rejoins her hubby after a six-week spell in Kansas City, following her mother's death in an automobile accident.

Al Jolson in rare good humor on his Kraft program (28) insisted on an encore chorus of "Mammy" not on the schedule and did those boys with the stop-work sweat for fear the advertising blab-blah would be left out.

Rexford Kendrick calls attention to a slight error. This sheet re-named him Rexall Kendall.

Lew White, radio organist, making a few shorts' series for Master Arts, Herbby Rawlinson and Nick Lucas participating as narrator and singer.

Vera Van set for Victor records. Harry Horlick orchestra back from Chicago for the first time where they appeared since July 15.

Conrad Thibault taking post-graduate course at Columbia (university not network) in musical appreciation.

Kay Kennedy, radio ed for Redbook, is also the wife of Paul White, former head p.a. for CBS, but now directing the network's news collecting service.

Don Bestor broadcast a half hour of dance tunes to South America over an NBC short wave transmitter last week.

Rod Arkell has become a regular on the CBS newscasting staff.

Besides the show it's set with Bing Crosby on CBS, starting Oct. 17, Woodbury Soap is figuring on contributing one over an NBC loop. One program NBC submitted last week had Brook Johns, Mary Small and a Harry Reser corned.

Richard C. Patterson, Jr., NBC top v.p., started as a Missouri mule driver.

Joe Fejer and his Hungarian musical troupe got a hearing from NBC. Jerry Freeman unit has moved into the BI-Sol-Dol show on CBS Sundays, replacing the Albert Bartlett aggregation.

NBC has declared a strictly non-commercial policy for all football broadcasts, although there haven't been any bidders yet.

Harry Barnshaw of the Los Angeles disk program firm around New York making agency and advertiser direct contacts with a new script series.

Ed Sammis, latest to go on the CBS press department payroll, used to freelance chatter for the radio mags.

With one hand Nick Kenny, radio item scribbler for the N. Y. Mirror, acknowledged an introduction to Emerson Gill and with the other dug into his pocket for a lead sheet of his (Kenny's) latest ballad.

N. Y. radio eds wrote their squibs on the Amalgamated's opening on typewriters in the CBS press department. Al Bellin pointed out this accommodation, and the CBS quarters, located across the street, proved convenient.

Joe Cummins and Granada orchestra, WTCB Hartford, will play at the Paradise Inn.

Revere Sisters and accompanist, Charles Bates, WTCB Hartford, are concluding their broadcasts and returning to New York.

Dam Magill, former WTCB announcer, back.

Jack Brinkley now in a new berth writing continuity for New York radio advertiser.

Paul Morency, general manager WTCB Hartford, has been returned to his home after five major operations.

Norm Cloutier's program from WTCB Hartford, on 52 stations. WTCB now provides three full hours a week to the network.

Bill Peterson returned from vacation to WDRC, Hartford.

Peggy Rhie returns to WDRC, Hartford, from a trip to Cuba.

Frank Malozze orchestra now over WDRC, Hartford.

march than did the governmental leaders who led the procession. Bill Mahoney is the pianist on the Metropolitan Life's morning exercise programs over NBC.

Kelvin Keech has the announcing assignment for this season on Raymond Knight's "Wheatenaville" programs.

Floyd Walter, theatre organist and piano accompanist over WGY, Schenectady, has been appointed acting carillonier for the city of Albany. Dorothy Rediker Scott, former holder of the position and also a pianist over WGY, recently was married.

Federal Judge Carroll Hincks in New Haven, Conn., last week gave a light fine of \$25 to Norman Cohen, Bridgeport merchant who has been operating a wired radio station called WHB. It was a test case based on Cohen's operation of an unlicensed station.

Contention of Cohen that since his broadcasts were limited to the electrical circuit of the Bridgeport Power Company's wires he was not on the air and not under Federal Radio Commission jurisdiction was set aside. Evidence was introduced that his programs interfered with licensed radio stations and could be picked up miles beyond the Bridgeport area.

Case will affect the legal status of all wired radio broadcasters, the largest of which is located in Cleveland.

Chicago

Radio columnists will receive Swift Radio from Jensen and Johnson this week as the start of the new program. Card enclosed will read, "no matter how you slice it—"

With network time crowding the local accounts off the air, Ed Voy-ko has coined the new station theme song, "between the devil and the NBC."

John Aschenhurst is the great limrick writer of the radio selling biz.

Art Linick's party to Al Bellin played to SRO.

Leslie Atlas getting housemaid's hand since getting the handshake along radio row on the arrival of an Atlas daughter.

Len Erickson all recuperated from the horse accident injury.

Pat Flanagan in Passavant hospital a week last week.

Art Linick recouping from the Al Bellin party.

WLS has added the Westerners the mike staff; and they are Alvin, Dot, Dot, Massy, their sister Velma Louise, and Milt Mable and Larry Wellington.

Besides being musical director for WJJD Ben Kanter is studying law and with honors.

Harry Horlick took his band of A&P Gypsies back to New York after a session at the Fair.

Quin Ryan got into town from his vacash in time to hop down to Washington on the WGN power plea.

O. B. Hanson, NBC technical tycoon from the East, a-visting local equipment.

Ed Wood, who has the WGN office in New York, on the home grounds for a conference.

V. E. Meadows, Daggett and Ramsdell beauty expert, making personal appearances around town.

Kan Fry had a birthday last week.

Jim Cook getting accustomed to the lobster shift at NBC press.

Norman managing to get along on crutches back on the NBC production staff.

Nites Trammel slipped over to Detroit on some biz.

Col. Richard Patterson in and out of the NBC quarters here.

Walter Preston pushing out the walls of the Wrigley building to make more room for the CBS production outfit.

Lobby striders at NBC manage to pick up some profit by selling telephone nickels for a dime. Nickels are at a premium.

West

Polly Grant Hill, staff pianist at KFI, Los Angeles for six years, is off Oct. 7.

Lindsey Spite, formerly with NBC and KFO, San Francisco, now northern California rep for Gregg Blair & Co. adv. agency.

Archibald Presby of KGW, Portland, has something to smile about now that he's that station's new program director.

Paul Helmeier strides about with nervous haste. He wants to see the new combination studio of KEX and KGW Portland completed.

George Seligson and George M. Cohen's network broadcast over WCAE, Pittsburgh, after premiere of "Ah, Wilderness!" was aired from stage of Nixon.

Station WJAG, Worcester, had float in civic parade, marking dedication of new municipal auditorium. Chet Gaylord, chief, and Lillian Murphy drew more applause and cheers along the two-mile line of

Ad Agencies'

Radio Execs (Associated With the Show or Performance End of Radio)

N. W. Ayer & Son, Inc.
500 Fifth Ave., N. Y. C.
Douglas Coulter.

Batten, Barton, Durstine & Osborne, Inc.
364 Madison Ave., N. Y. C.
Roy Durstine.
Arthur Pryor, Jr.
Herbert Sanford.

Benton & Bowles, Inc.
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E. M. Ruffner.

Blow Co., Inc.
521 Fifth Ave., N. Y. C.
Milton Blow.

Blackett-Sample-Hummert, Inc.
180 Park Ave., N. Y. C.
Frank Hummert.
George Tormey.

lackman Co.
42d St., N. Y. C.
Douglas Storer.

Campbell-Ewald Co.
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C. Halstead Cottingham.

Cecil, Warwick & Cecil, Inc.
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Samuel C. Great Co.
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Charles Gannon.

William Esty & Co., Inc.
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Federal Adv. Agency
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70 Pine St., N. Y. C.
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17 E. 46th St., N. Y. C.
Arthur Bergh.
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420 Lexington Ave.
John S. Martin.

Lord & Thomas
247 Park Ave., N. Y. C.
Montague Hackett.

McCann-Erickson, Inc.
285 Madison Ave., N. Y. C.
Dorothy Barstow.

Newell-Emmett, Inc.
40 E. 34th St., N. Y. C.
Richard Strubridge.

Frank Presbury Co.
247 Park Ave., N. Y. C.
Fulton Dent.

Ruthrauff & Ryan, Inc.
Chrysler Bldg., N. Y. C.
Jack Davidson.

J. Walter Thompson Co.
420 Lexington Ave., N. Y. C.
John U. Reber.
Robert Colwell.
Gordon Thompson.
Cal Kuhl.
A. K. Spencer.

Hershel Williams.
Nathan Turtis.
Herb Poleis.

Young & Rubicam
285 Madison Ave., N. Y. C.
Hubbell Robinson.
W. R. Stuhler.
Donald Stauffer.

Air Line News

By Nettie Revell

There was weeping and wailing and gnashing of teeth at the CBS and NBC press departments over the winner of the Miss Radio contest. They even intimated that the judges voted according to their affiliations, and insist that the winner had a speech all prepared, and that telegrams from publishers came even before the judges were supposed to have made their decision.

Those ABS Blues

Amalgamated Broadcasting System is still tearing its hair over the adverse notices given their opening by the columnists who couldn't even get through the crowd. The jam in the Wynn studios caused the scribes to go over to Columbia's press room to write their columns.

Excess Baggage

Jack Arthur, the Gooftalers and Bob Penn were the victims last week of radio's prosperity. Owing to the stamped of commercials for WOR's time, sustaining artists are being dropped.

Marital Vacations

Here's something for students of domestic relations to ponder over. Thousands of applications were filed with Columbia for the two radio jobs on the annual Ford expedition to Little America. The explorers will be absent from civilization for two years, which time will be spent in the coldest and bleakest region in the world. Yet the overwhelming percentage of applicants are married men.

Lombardo Open

Guy Lombardo himself doesn't know where his band is going after it leaves The Dells, Chicago, October 15. Three weeks of radio work and vaudeville will take the Royal Canadians into November, and then the band comes back to New York, but the place has not been selected as yet.

Spalding Goes Pop

If Albert Spalding, foremost American violinist, plays Romborg and Friml, as he plans to do on his new series starting tomorrow over CBS, a lot of concert managers are going to be proved wrong. They've contended that the popular classes will not mix, and most especially, over the radio.

WOR's Auditions

Since the first of the year WOR has auditioned 354 singers and musicians. In the same period 160 sketches were heard. Of the warblers and instrumentalists less than 5% were found acceptable. Of the skits not 1% passed muster.

Rich's Ritzy Studio

Freddie Rich's Sunday 9 program will be broadcast from the Chamber hall of Carnegie Hall, making it the first sustaining series from this class. Program has been designed to buck Chase & Sanborn.

Short Shots

Paul Sabins' Mayfair orchestra and Jean Stargard's new all star team... Bill Card has recovered sufficiently to return to his home in Utah... Mort Lewis is writing the script for Wm. and Eugene Howard's two spots on the Studabaker program... George Daws, from the rewrite desk of the "Evening Telegram," has joined the writing staff of the radio program released by the CBS news service... Bob Reud, formerly press agent for Gilbert Miller, and now putting on the St. Moritz programs, is also doing a 15-minute word each evening over WNY, reviewing the theatre, music and books... Thirteen new programs make their debut over NBC this week... Paul Revel, WOR engineer, was married two weeks ago... Moran and Mack step into the comedy spot on the Old Gold program on October 18 when Harry Richmond and Milton Berle conclude their engagements with Fred Waring's Pennsylvanians... Westbrook Van Voorhis is now impersonating and singing on the March of Time program and Al Shirley is Ramsey MacDonald.

Stand By

John McCord's new series on NBC begins October 11. William Merrigan will direct a 14-piece string orchestra for the concerts... The members of the broadcast world and radio press were on hand for the first Lint broadcast and afterward went to a party... Carson Robinson and his Buckaroos have wound up the ranch program they were doing and have landed a commercial that calls for Carson, the Mitchell Brothers and Pearl Pickens, his original radio group. It'll be the boys' Lucky... They have taken the De Marco Sisters, four New England harmonists, from WOR for their NBC program... There's \$25,000 of Colonel Jack Ruppert's money hidden in the Ford expedition, but that isn't keeping Grapenouts from sponsoring the broadcasts... Fred Smith is due

back from Europe to dramatize for "The March of Time" just a couple of days before the news dramatizations go on the air... Bob Wilken, formerly of NBC, has gone to work in the CBS press department... Lew White starts another series of shorts today for Master Arts, in which Herbert Rawlinson enacts a new role as narrator... His previous program known as Four Kings and the Ace, and another listed as The Full House of Harmony.

Scattered Notes

Notice to the women listeners who send Tony Wons mass notes: His wife is his secretary and she reads all his mail... Hilda Burke, soprano, is the newest to land a job in the CBS press department... Lettas Frank Black is getting ready for broadcasting in the near future... David Freedman and Louis Katzman are discussing a new series for the radio program building business... Cowboy Tom is heard over WINS, but the program will originate in the WABC studios... Half hour later Cowboy Tom will be heard over CBS... Ed Sammis, free lance writer, is the newest addition to the CBS publicity department... String Quartet are again doing an hour's program on WOR early Sunday p.m.

Gossip

Abe Lyman is dickering for the 6th floor, highest night club in the world, of the Rockefeller Centre building. Harry Richmond will be associated with Eddie Grofe and Jean Sargent go on the Orbach program over WOR next Tuesday (Oct. 10)... Elliot Stuckel, CBS exploitation man, is in Norfolk, Va., this week... General Motors is now set to be signing John P. Medbury... Dashiell Hammett, writer of tough detective stories such as "The Glass Key," is the latest to be lured by WGN... Joe Williams of the "World Telegram," in his sports column last Thursday, compared Ted Fusing's radio reporting with newspaper writing in a very favorable light... Edith Handeman and Eddy Farber, old vaude team, are a new combo on WOR... Pontiac returns to the air early in January. The set-up will probably be the same as last year, with Stoopnagle and Budd doing the comedy and Andre Kostelanetz the music.

Scrambled Shorts

Andre Baruch's latest dramatic role is the newboy introduction to the twice daily General Mills news fables. Wallace Butterworth, ex-NBC announcer, now on WGN, reads the news items on the same program... When Fred Waring plays the Philadelphia Stanley theatre he will mark some twenty-old engagements he has played at that house... Joe Martin is back singing with Isam Jones... Joe Hayman has been booked into the Empire ballroom through the CBS Artists Bureau.

Use Your Car as Adv. For Beer and Get a Case Free—in Mass.

Worcester, Oct. 2. Chet Gaylord, chief announcer at WTAG, was auditioned for a beer program last week which plans to reach the public through WBZ, Boston. Sponsors' plan is to mail tickets for broadcast during which their brand of beer will be served. Ducat recipients also will get auto stickers in their envelopes. Gag is for auditor to plaster ad on his car. Spotters will watch for the stickers, halt the motorist and present him order for case of 3.2. Program not set definitely yet, but slated for premier Oct. 2.

NO LICENSE—PINCHED

Oklahoma City, Oct. 2. Operators of four small radio stations in west Texas, including Rev. Sam Morris, pastor of the First Baptist Church, Stamford, were indicted at Amarillo, by federal grand jury Sept. 23 for operating without a license. Curry Jackson, Abilene; E. J. Turner, Plainview, and F. H. Meier, Plainview, were named in similar indictments.

DEPT. STORE'S 13

Orbach's department store goes WOR for 13 weeks starting Oct. 8. Ferde Grofe, Jean Sargent, Wynn Shorr and Fred Utel will provide a half hour show every Tuesday at eight. Walter Craig is directing the program.

New Business

ABS Guessed Right on Beer, Salami, But Baptism Had Its Troubles

Even if the majority of the invitees to the inaugural ceremonies of the Amalgamated Broadcasting System last week didn't get within hearing distance of what it was all about, they at least were able to regale themselves with salami sandwiches and beer. To the broadcast trade, accustomed to the ultra in dignity and decorum, the scenes that this event presented were indeed strange. And that's putting their expressed reactions in the mildest of verbiage.

Broadcasting itself took place from a curiously improvised studio. It was an 'L'-shaped affair with chairs for around 400 persons, and the mike and orchestra spotted at the room's elbow point. In narrow corridor outside this studio a closely jammed, noisy, perspiring throng milled from 8 o'clock to midnight. Inside the studio, compartment totally devoid of intervening doors, the department of the guests was hardly less restrained.

For this, perhaps, they couldn't be blamed. With but an occasional exception, unless the band were

ORDERED OFF AIR

Canadian Commish Silences CRCA, New Brunswick

T. John, N. B., Canadian Commission tation CRCA, Moncton, N. original of the eastern Canadian broadcasting units, has aroused a storm of indignation, in Moncton. CRCA was originally CNRA, the first of the professional broadcasting stations in the Atlantic region of Canada, and the largest broadcasting entity in this territory. A week's notice in advance of the closing date, October 1, was allowed by the Canadian Radio Commission.

City council of Moncton, has lodged a formal protest against the elimination of CRCA, the name of which was changed from CNRA late last year, by the commission, soon after dominion control of broadcasting was taken over by the commission. CRCA was started ten years ago by the Canadian National Railways and was abandoned about two years ago, by the railway line because of heavy financial deficit. In explaining its action in discontinuing the Moncton station, the commission says the closing was in conformity with an agreement entered into by the United States and Canadian governments in the spring of last year, whereby only one station, that of 500 watts, would be allowed in each of the nine provinces of Canada. As a 500-watt station had been established in Fredericton, N. B., it had been arranged to conclude the broadcasting career of CRCA. The Fredericton station is CFNB, and has been in operation in a small way for the past five years. Fredericton was preferred to Moncton because of the former community being situated more strategically than Moncton. A representative of the commission declares there is no intention to forsake the studio at CRCA, and that, occasionally, programs will originate from that studio, but the commission network through Canada, with credit given to Moncton for each contribution.

There is considerable speculation as to the fate of CFNB, a small station in St. John, N. B., which has been in operation the past five years, and about which many complaints have been made of advertising drive. If the commission goes through with its one station per province, this station will also be abolished from the air. The programs consist chiefly of records and advertising.

WBRC Not Bankrupt

Birmingham, Oct. 2. Frank King says WBRC is not in bankruptcy in contradicting published reports that the station had taken the bankrupt route. The petition filed in Federal Court several weeks ago was for the appointment of a receivership.

Internal disagreement between stockholders is blamed for the petition, he said.

CAROLINA DISCOUNTS

Charlotte, N. C., Oct. 2. Radio station WBT has just issued a new rate card offering new frequency discount rates for clients using the station three and six times a week.

This new rate card offers a 33 1/2 percent discount on the one time rate for contracts for six times a week programs. An additional 20 percent is offered on year contracts.

Clients going on three times a week get 20 percent off the one time rate, with an additional 20 percent on year contracts.

W. A. Schudt, Jr., manager, says that this is part of a program to get clients to use more frequent broadcasts.

Chicago Ad Agencies

Radio Execs (Associated with the Show or Performance End of Radio).

N. W. Ayer
164 W. Jackson Blvd.
Nason McGuire.

Batten, Barton, Durstine & Osborn

221 N. La Salle St.
George May.

Laockett-Sample-Hummert.
221 N. La Salle St.
Edward Aleshire.
N. H. Peterson.

Critchfield
8 S. Michigan Ave.
Frank Steele.

Doremus & Company
208 S. La Salle St.
H. Ray Henderson.

Erwin, Wasey &
230 N. Michigan Ave.
William Weddell.

Charles Daniel Frey
333 N. Michigan Ave.
Larry Tri

Gundlach Advertising Co.
400 N. Michigan Ave.
Irving Rosenbloom.

Henri Hurst & McDonald
520 N. Michigan Ave.
L. Decker.

Kirtland-Engel
646 N. Michigan Ave.
Kenneth Ring.

Lord & Thomas
519 N. Michigan Ave.
Henry Sellinger.

Matteson, Fogarty, Jordan
307 N. Michigan Ave.
H. L. Weiler.

McCann-Erickson
910 S. Michigan Ave.
Raymond Atwood.

Hays McFarland
333 N. Michigan Ave.
Don Bernard.

McJunkin
228 N. La Salle St.
Gordon Best.

Ruthrauff & Ryan
360 N. Michigan Ave.
Frank Steele.

J. Walter Thompson
410 N. Michigan Ave.
Thomas Luckenbill.

Patent Suit Against WFEF

Cincinnati, Oct. 2. Infringement of six patents is charged by Wired Radio, Inc., a Delaware corporation, in a suit entered last week in U. S. District court against WFEF, local 100-watt. The patents cover alleged improvements in equipment claimed to be of great utility in the radio field. Plaintiff professes sole ownership of the patents and alleges that notice of infringement was served on WFEF. Court is asked to enjoin the station from further infringement.

William Clark, gen. mgr. of WFEF, contends that legal action of this sort should be filed against the firm from which his station bought the equipment.

Find Public Likes Civil War Theme On Radio; Ph.D. Checks Scripts

Weeks for St. Regis

Anson Weeks from the Hotel Mark Hopkins, San Francisco, looks slated for the St. Regis hotel, New York, this fall following Meyer Davis, who with his own orch has been holding forth over the summer. Davis is to concentrate on his Magna Pictures productions and band bookings and eschew personal apps for the time being.

Eddy Duchin isn't going into the St. Regis. He returns to the Central Park Casino succeeding Pancho. Duchin and Sid Solomon of the Casino had been differing over terms and past contractual obligations. Julian T. Abeles, attorney for Duchin, stepping in to straighten it out.

WGN Asks 50,000 Watts

Chicago, Oct. 2. Quin Ryan and others high in the WGN positions are down in Washington this week to go before the Federal Radio Commission on the station's plea for a power boost to 50,000 watts.

"Tribune" station is eager to get the increased signal strength particularly since its affiliation with Columbia is severed on Nov. 1.

WCAH, Columbus Sold

Columbus, Oct. 2. WCAH, Columbus pioneer broadcasting station, has been purchased by Fred L. Palmer, former manager of WAU.

Commercial Radio Service Company did the selling.

NASH'S \$30,000 SPIELS

Chicago, Oct. 2. To introduce their new models and equipment Nash motors is figured ready to spend \$30,000 in the month of November for a series of one-minute announcements throughout the country.

Green, Fulton and Cunninghamham agency on the case.

Little Pigs—Alabama

Birmingham, Oct. 2. Three Little Pigs, Zeigler Sausage Company program at Birmingham has switched over to WAFB from WERC after being discontinued during the summer months.

Same name as Walt Disney's film short, a Broadway sensation.

'Ybry' WOR Series

'Ybry', cosmetic, starts a new half hour series Monday (9) night over WOR, Newark.

Cast will have Al and Lee Reiser, piano team, Audrey Marsh, Jack Arthur, Jean Gilbert, Basil Ruysdael and a dance combo under the Roxanne baton.

WRDC Power Push

Hartford, Oct. 2. Permission has been given WRDC to increase power from 500 to 1,000 watts.

Station has already stepped up its power. WRDC is affiliated with Columbia.

Inside Stuff—Music

It had to happen—Abner Silver, the theme song addict, now has 'The Romance of Our People' off the press, via E. B. Marks, dedicated to the Jewish Pageant in New York City. Maurice Sigler and Al Hoffman are Silver's collaborators. It's the 'official' song of the Pageant.

Rudy Vallee as an effective spokesman for Tin Pan Alley is becoming the unofficial champion of the songwriters through his oft-quoted statements on behalf of the meagre royalty earnings to the song creators, due to the alleged onslaught by the broadcasters on all new song material.

Vallee's statements before radio advertising associations and the like consistently dwell on how much popular music is the backbone of all commercial radio.

Vallee has also been exceptionally appreciative of new song material. That's why, apart from his being such a good plug, he gets first consideration from songwriters and publishers. Vallee in turn is avid for new numbers and is frank in stating that his value as an entertainer depends principally on new material.

CBS' NEWS BOYS

Chicago, Oct. 2. News service bureau of the local CBS office rounding into shape under Jimmy Owens, Harriet Rush, Henry Burnett, Jr., and Harry Steele.

Steele will handle night police.

JOE HAYMES

AND HIS C.B.S. ORCHESTRA

Oct. 13, Empire Ballroom, New York
WABC-C.B.S.—Wed., Fri., Sat.

Radio Mgt. C.B.S. Artists Bureau
RALPH WENDERS, Mgr.

Chicago, Oct. 2. 'Roses and Drums' show on the air, originally planned to sweep through the entire history of the country with only one or two episodes for the Civil War period, will remain for the most part of the season in the few years covering the war between the States. This period has been found to have clicked with the public and more continuity is being written to bring out the romance of two people torn apart by the North-South battle. Instead of being merely episodic the series now becomes semi-serial in tone carrying a love story through each chapter.

So interested is J. Walter Thompson to keep the Civil War atmosphere that all the scripts being written now in the Chicago office are being turned over to Dr. M. W. Jernigen, historical wiz of the University of Chicago, for checking as to facts. Writers and others in the Thompson production department have been sent down to the Shenandoah valley territory to pick up the Civil War atmosphere and color.

JACK BENNY

WEAF
10-10:30 P. M.
EVERY SUNDAY
CHEVROLET
PROGRAM

ABE LYMAN

AND HIS
CALIFORNIA ORCHESTRA
Columbia Broadcasting System
PHILLIPS' DENTAL MAGNIESIA
Tues., Wed., Thurs. 8:45 to 9 P. M. E.S.T.

COAST-TO-COAST

WABC

WABC-CBS



MILDRED
BAILEY
AND HER
"ROCKING CHAIR"

Joe Parsons

Radio's Low Voice
AS 'EDELWEISS JOE'
Mon.-Wed.-Fri., 10:15 P. M., WMAQ
SINCLAIR INSTREL
very Mon. 8 P. M., C.
CHICAGO

SID LANG

AND
HIS ROYALE SYNOPATORS
NOW CLUB ROYALE
—CHICAGO—

THE SIZZLERS

"I WONDER—Why the 'Sizzlers' got sore because imitating brain waves steal their audience? Imitation is still the sincerest form of flattery."

Nick Kenny, N. Y. "Daily Mirror"
Personal Direction CHARLES A. BAYNA

Isham Jones

October 6
COMMODORE HOTEL
INDEFINITELY
Direction
Columbia Broadcasting System

HOWARD LANIN and His ORCHESTRA

• Now 20th Week •
ATLANTIC BEACH CLUB
1697 BROADWAY, NEW YORK

For That Boy Part
ANDY DONNELLY
Capable, experienced, flexible, expertly and intelligently. Also has excellent singing voice.
Write: Mrs. M. Donnelly, Variety, N. Y.

TIM and IRENE
RYAN and NOBLETTE
Brown Derby and Humboldt Beer
Mon. and Fri., 9:45 P. M., FFL-
KGO Network
Carefree Carnival, Tues., 9 P. M.,
KGO Network
SAN FRANCISCO
NBC

We are proud to announce the engagement of our orchestra for WBBM and the Columbia Broadcasting System—Wrigley Bldg., Chicago

OPENING OCTOBER 9, 1933

CLARENCE E. WHEELER, Director

EDDIE COPELAND, Ass't Director

Thanks to LESLIE ATCLASS and WALTER PRESTON

Capitol Loses \$20,000 with Aimee, Pay and No Play for Loew, Wash.

Aimee Semple MacPherson lost \$20,000 for the Capitol, on Broadway, last week. Guaranteed \$5,000 with percentage split over \$50,000, she grossed \$170,000. As Sam Lyons of Lyons & Lyons, Batchelor & Cargill, Marvin Welt and Al Well—her several managers, who were visualizing cutting up a healthy percentage melon—states, "she grossed \$90,000 minus 12 grand."

Loew anticipated a cinch \$90. They had Aimee set for another week currently in Washington, but cancelled her and paid her off on the \$5,000 guarantee. The day before her opening at the Cap, the Four-Square Gospel Preacher could have had 10-20 weeks.

As far as Aimee was concerned, she said that she had delivered her message—that if she had saved one man she was compensated. That was her square for the sparse attendance whereas on the Coast she turns away and beseeches the plate-bearers to get more paper money as the tinkle of coins being dropped makes her nervous. People around the house state that Aimee may have saved one man—and maybe 13 as there were 13 musicians in the pit who were, always there to be saved at every performance four times a day.

The Church Rappers
Loew's office belief for the poor business is said to be an understanding that every gospel organization had beseeched its flock not to visit the Capitol and not to turn out for a preacher of the gospel collecting \$5,000 a week for appearing on a rostrum other than a pulpit.

Among other aftermaths of the Aimee flop were Sam Lyons' sudden disinterest in selling any acts to the Loew office. Even Marvin Schenck has been moved to ask the agent why he hasn't shown up with some material around the Loew booking agency to which Sam replies, "I'm not in the sales mood."

A top-offer was an alleged imbrolio between Sam's brother, Arthur Lyons, and Al Well (pronounced Weel), who is hooked up with Marvin Welt, personal rep for Aimee. Well is a brother of Milton Welt (pronounced Weel), the Chicago music man about town. Al is supposed to have written a personal letter to Marvin care of the Lyons & Lyons office. In Well's absence from New York, Arthur Lyons is said to have opened it as business mail (for which he was authorized by Welt) and to have seen across Well's panning letter. Arthur sent back a four-page panner to Well. When they met there was fireworks.

Sanford's River Show Going Into Old Roxy

Bobby Sanford's 'Show Boat', playing theatres after a summer season on the Hudson, is going into the old Roxy New York, Oct. 6 as a unit. For that reason the Roxy will have its biggest cast since the Rothafel regime.

Show will take in a line of 40 girls, a 25-piece band and six specialty acts.

'Show Boat' is dropping its regular lineup of acts for the Roxy, all having lately played the houses individually. F&M office is booking in a new bill.

MARCUS SHOW TO CHI

Detroit, Oct. 2. The B. Marcus show plays three weeks in Chicago for B&K at a guarantee and split on the Saturday night show. Deal was closed here by Louis Lipstone when he caught the show here last week. Previous to Chicago date, show plays the Hipp, Cleveland and Paramount, Toledo. This week six of the Butterfield houses are being played one night stands midnight show only at \$1.65 top.

FRISCO RECALLS M.C.'S

San Francisco, Oct. 2. With Walt Roemer back at the Warfield as m.c., Fox-West Coast is returning another of its ace m.c.'s, Jay Ziegler, who goes back to the El Capitan next week. Absent for nearly a year, Brower is due in from Denver this week (2). He did nearly three consecutive years on the El Cap stage.

For Services Rendered

Doyle and Donnelly paid commissh to two agents for a date last week.

Extra agent claimed his 5% for answering the phone when the booking office called.

LOEW OPENING AKRON-CANTON

First tangible sign of progress in the way of more playing time on the Loew circuit will show itself Oct. 6, with restoration of vaudeville in Akron and Canton, O. Both houses, in straight pix for about a year, go on the regular book as five-act splits.

As previously reported, Loew is also opening up Syracuse and Rochester to occasional name attraction, tabs and units, but not for stage shows on a set policy.

In the south, where Loew vaude hasn't been seen for from one to two years, the circuit is considering the use of semi-name tabs and units running to \$3,000, but no more in cost, if playable shows are available for that money. But these, too, will be played on the 'new' and then' basis and not regularly.

ROSS-EDWARDS' \$50,000 SUIT VS. MILTON BERLE

Ross & Edwards, comedy team, are suing Milton Berle in Federal court, New York, for \$50,000, charging theft of material.

Suit, filed last week, also named Loew's State, New York, as co-defendant. Theatre was later cleared when Morrison & Winkler, Berle's manager, gave Loew a release.

Ross & Edwards' complaint is over Berle's alleged use of a bit at the State last week which they claim belongs exclusively to them.

Hutton as Opposish to Aimee Likely in Chi

Chicago, Oct. 2. Understood that Dave Hutton may be brought into the State-Lake to play opposition to Aimee Semple MacPherson, who opens at the B&K Chicago week of Oct. 27, Friday opening.

If Hutton is set he will go in on Oct. 29, the State-Lake being a Sunday opening. Houses are across the street from each other. Results of the New York opposition business being eyed to determine yes or no on the deal.

Pearce's NBC Gang in Frisco Orph for Run

San Francisco, Oct. 2. Marco will bring Al Pearce's NBC gang into the Orpheum for four weeks, opening about Oct. 20, after a similar period at the Los Angeles Paramount.

Pearce will do his daily NBC matinee broadcast from the Orph stage. Playing for RKO at the Golden Gate two months ago, Pearce set up an attendance record for the house.

Vet Names Combined

Eddie Hurst, formerly of Hurst and Vogt, has a new partner. It's Dave Kramer, formerly of Kramer and Boyle.

Two halves of two venerable standard teams are thereby united.

BEN FOLLOWING-AIMEE

Chicago, Oct. 2. Aimee Semple MacPherson dated for the B&K Chicago week of Oct. 27.

Ben Bernie, who starts on his road tour out of the Fair this week, comes into the Chicago week of Nov. 4. Little Bernie's only Chi date and then heading for the Coast.

CODE BIZ OUT OF WAY, ABA TALKS MEMBERSHIP

Actors' Betterment Association probably won't go to be represented at Washington when the motion picture code hearings are resumed there tomorrow (Wednesday). It's the ABA's belief that as far as the vaude section is concerned, that phase of the NRA code on show biz is already settled.

The variety actors' battle in Washington, or that part of it carried on by the ABA, was waged from a hospital cot by Ralph Whitehead, who injured his hip in a fall during the hearings. Back in New York and on crutches, Whitehead says the ABA's chief concern now, with the code issue out of the way, is a membership drive under its newly acquired American Federation of Labor ticket.

As a means of raising funds the ABA will stage a benefit show at the New York theatre before the end of the month. This may conflict with the NVA's scheduled performance, which is set for about the same time at the Metropolitan Opera House.

Jack Raymond Learns Three Years Late of Wife's Former Hubby

Hollywood, Oct. 2. Three years after separating from his wife, Jack Raymond learned she had another hubby all the time who antedated him by several years. Raymond is now seeking an annulment of the marriage.

Raymond was married to Jaqueline Miller (Raymond and Miller) in 1921 and separated from her in 1923. Recently a man introduced himself to Raymond as 'your wife's husband,' showed a marriage license issued in Portland, Ore., in 1918, and wanted to know if it was ok with the actor.

Raymond gave his predecessor, named Matt Nickus, his blessing.

Air Program Basis of Baker Chi Palace Act

Chicago, Oct. 2. Phil Baker will show at the Palace here week of Oct. 20, with his new act, which has been shaped by his radio appearances out of Chicago for Armour.

Will combine parts of his previous other programs and will have most of the other characters. Harry McNaughton (Bottle) and Mabel Albertson, both on the Armour show, are set for the vaude date.

Also figuring on the Neil Sisters and the Merryman of the air program for the show, but being held up by money discussions.

Balk at Salary Deal Costs Loew \$1,000

Loew's State, Providence, balked at \$6,000 for the Mills Brothers-Don Redman band unit and offered percentage terms. Closing their week on Thursday (28), the colored unit wound up \$1,000 better than that, collecting \$6,780 for their share of the percentage arrangements, plus \$359 transportation. Tommy Rockwell has the show currently at the Earle, Philly.

State, Prov., gross counted up at \$18,754, of which \$7,000 went to the show. The terms were \$2,000 and transportation up to \$12,500; the net \$3,800. The B&K got \$15,500, and 50-50 split over that.

Own Opposish

Bing Crosby will be his own opposish when coming into the Broadway Paramount around Nov. 1 at \$5,000 a week and percentage. He will be spotted to oppose his picture (with Marion Davies), 'Gone Hollywood' (Metro), at the Capitol. Crosby is spot-broadcasting for Studebaker until starting Oct. 16 for Woodbury Soap on the coast with Lenny Hayton conducting, and then continuing from New York when coming east.

Wm. Morris Unveiling

Unveiling of the stone on William Morris' burial plot at Mount Hope cemetery in Westchester county, New York, will be held Oct. 28.

RKO Takes Palace Back from Cohen, Who Got House Off Nut in 3 Weeks

Not Under Wraps

St. Paul, Oct. 2. When someone in the audience watching the floating fan dancer at the Mystic Caverns through her convulsions cracked: 'Is that Sally Rand?' another piped: 'No, just an also Rand.'

New York, Oct. 6 on a change of mind by the circuit's board of directors, after letting it go—Idney.

is the only paper passing between Cohen and RKO receipt for the \$10,000 the former had put up as a.

This will be returned to Cohen. Agitation among RKO board members commenced almost immediately upon Cohen's stepping in as operator of the Palace. Much of it was said to have come from the Mike Meehan faction of the board, which contended the Palace was too valuable a piece of property to lease out. The board decided to advance any money needed for the house.

Everything was not so peaceful on the Cohen end of the transaction, either, so repudiation of the deal by RKO was entirely without mutual consent. Cohen asked for supervision over the vaude bookings, which, from accounts, he was not accorded; also an equal break with the other RKO New York theatres on pictures. The film peeve culminated this week in RKO's day-and-date booking of 'Power and Glory' (Fox) at the Palace and its own Cameo on 42d street.

The Phantom Contract

Under the terms of the contract which was never signed, Cohen was to take over the Palace for \$10,000 a year rent, plus about \$50,000 for insurance, taxes and other carrying charges. RKO was to continue booking both the vaude and pictures and retain an option permitting it to recall the house at any time on proper notice.

Prior to Cohen's stepping in three weeks ago the Palace had been losing from \$1,500 to \$6,000 a week. Under his three weeks of operating, grosses averaged up for a profit. RKO gets this money.

For the time being RKO has no intention of changing the present policy, which is vaudeville, from the stage show costing about \$2,500 and the total overhead in the neighborhood of \$12,000.

RKO and Cohen are both convinced that the policy under the present scale of 50c top can't show a worthwhile profit under any conditions. Circuit believes the only solution is to boost the scale a dime. This would raise it above its chief competition, Loew's State. Understood RKO has requested the State to go along with the Palace on a proposed price increase, with Loew not having answered either way as yet.

Herman Whitman, away from RKO for two years, returns Friday (6) to manage the Palace.

CROSBY, BURNS-ALLEN AS ONE-NIGHTER COMBO

Bing Crosby and Burns and Allen as a road show combination with other acts in support will go out on one-nighters under William Morris auspices, starting about Jan. 1. Probability is a radio name band will make it a threesome.

This combo replaces the proposed Jolson-Whiteman setup in the Morris office's roadshow plans. The J-W show has been called off by Jolson's picture obligations, with which he earns.

Crosby and B. will be on percentage on a partnership basis with the Morris office, show doing two-a-day all over at \$1.50 top.

Band Act Goes to Pit

Tracy-Brown's orchestra playing its first vaude date here at the Orph went over so well it is being held on indefinitely. Frank Tracy is building the shows and present system calls for a sort of stock-vau-lay-out.

In comparison to the rest of the houses about town the Orpheum gives plenty of show for its two-bit top.

GARDEN SUNDAYS

Sunday vaude under the Shuberts starts at the Winter Garden, New York, Oct. 8.

Edgar Allan

WARING'S \$7,500 UPS PRE-CUT SALARY

Fred Waring's band has five weeks between Paramount, Warners and Fanchon & Marco, all at \$7,500 straight salary. This is a \$1,000 raise over the band's pre-pact figure. The salary is net all over, plus transportation for the whole troupe, which brings the gross up to around \$9,000.

Dates commence Oct. 6 at Buffalo, with Chicago, Philadelphia, New York (Paramount) and Boston following in that order. Loew may pick up the band at the same money, starting Nov. 10.

Contract in all houses calls for four shows only during the week, with five Saturdays and Sundays. Theatres going to five or more on weekdays with Waring having to pay the band pro rata for the extra shows will add the additional cost.

MILLS BOYS, SANS CBS, FOR VAUD AT \$3,000

Four Mills Bros. have eight weeks of consecutive playing time, starting Oct. 6, in which for the first time the CBS Artists Bureau doesn't cut in for a commission. Quartet's management contract with CBS expires on the opening date of this route. Tour will bring them a new high in salary, \$3,000 net plus transportation.

Bookings will take the foursome into the Hipp, Lake; Shubert's Buffalo; the Paramount, Detroit; the Imperial, Toronto; Loew's, Montreal, and into Chicago for two weeks of B&K.

F&M 'Minstrel' Remains, Only Surviving Unit

Los Angeles, Oct. 2. Fanchon & Marco's Georgia Minstrels' will be the only F & M unit to hit the road starting this season. Last season production company started out with 32 units. Minstrels will be spot booked this season, and for repeat business a line of 12 septa girls has been added. Girls will work in the street parade with the minstrels in addition to their stage appearance.

Unit scheduled to open at Long Beach, Cal., Oct. 4.

3 Screen Names Head Revue for Hinterland

Three slicker personalities, James Hall, Agnes Ayres and Babe Kane, open in Iowa this week on a three-week tour of Blank houses. Are in a 20-people revue labelled 'Hollywood on Parade.'

Play Cedar Rapids, Des Moines, Davenport and Sioux City. Ansley Lambert produced the show and trained the chorus line in for \$2,800 and percentage.

'Student Prince' as Tab

Morris office on a deal with the Shuberts will send 'Student Prince' out as a tab for the picture houses. Shuberts will do the producing.

Morris' other current tab, \$50,000 Frenchman, which it's doing in conjunction with Anatole Friedland will have Florence Moore as its lead. Miss Moore replaces Sophie Tucker, who was originally considered.

NEW ACTS

RAY SHANNON and Co. (2)
Comedy
14 Mins.; Three (Special)
Circle, N. Y.

Ray Shannon shelved this act, or at least the structure of this act, several years ago. He should have left it on the shelf. None too good in the past, it's now an outmoded vehicle for Shannon's style, and Shannon's style is quite behind the times itself.

There's a girl and a boy in support. Boy is a dancing butler and the girl does straight for Shannon and a strip for herself. The strip comes early in the act, and is apparently intended to put the turn in the bag at the start. Instead, the strip places the act so far away from the bag that it never gets in. It's a husband and wife script with something in it about a divorce. When the husband mentions something about clothes the wife takes hers off. The dress is in one piece and when it comes it comes off fast, leaving the wife in scanties. The effect is about as sexy as the unveiling of a corner-stone.

No dice and it ought to be dropped promptly. Shannon can do a lot better. *Bigs.*

SEVEN ARABIAN WHIRLWINDS
Tumbling
4 Mins.; Four (Special)
Palace, N. Y.

They all look alike, these Arab tumbling acts, but this may be an abbreviation of an acrobatic turn around previously as the Nine Whirlwinds. This kind of act is beginning to get oldtimey, but where wanted to do okay.

Same endurance combination and tumbling routines as they all do, and same type of costumes as the Arab acro men wear, of dull coloring.

Opened show here. *Char.*

NED WAYBURN

Offers Immediate Engagements to
24 DANCING GIRLS
(Who Can Do Tap, Toe and Aerobatics)

ALSO

16 'SWELL' SHOW GIRLS
(Who Can Costume Well and Sing)

Apply About 12 Noon or 5 P.M.
625 MADISON AV., NEW YORK
Bet. 59th & 59th Sts. Tel. Wickersham 2-4300

(Reprinted from the Cleveland
August 19, 1933)

HARRIET HUTCHINS STARS ON EDMUND LOWE BILL

Satirist is Best Applause-Getter as Hipp Launches New Program

By ARCHIE BELL

Never again will I hear a singer moan about "my man's gone away" without recalling the keen satire of Miss Hutchins, probably never heard of until she told the crowd about how glad she is to meet "em face to face and so she will be a little entertaining from her latest picture, without a similar recollection.

The lady's character studies are tinged with that red burlesque veneer that used to be found in the work of Fay Templeton, Marie Dressler, Blanche Ryan, and a few others. Strikes me she would be a prized possession for some stained-glass reve of the smarter sort.

This Week (Sept. 29) Loew's State, Providence
Next Week (Oct. 6) Loew's State, New York
Direction—CHAS. V. YATES

STAN KAVANAGH

This Week (Sept. 29) PALACE, New York

Next Week (Oct. 6) PARAMOUNT, New York

The only artist doing a "Triple Club Kickup" offered for the first time at the Earl Theatre, Washington, Sept. 27-28, and successfully accomplished for seven consecutive performances.

WARNER, LYONS and MARGI

Comedy
19 Mins.; One
Circle, N. Y.

Out for general playing, because the meat of the act is a comic who does nance from start to finish in a manner that won't be relished all over. He isn't entirely lacking in ability for grabbing laughs with anything but a red necktie, but he's making a big mistake in featuring the tie.

Along with the red tie goes all the usual business, plus some other stuff that isn't often seen in a vaudeville. Most of it will have to be dropped in too many theatres to make this act a bet for its three people.

Straight man sings and straights in a mediocre manner and the girl fits in and out for dancing in a serious way that, as done, is the most unintentionally funny part of the act.

On for 19 minutes here and the pleasure was mostly theirs. *Bigs.*

FOUR GIANTS OF HARMONY

Male Quartet
12 Mins.; One
G.O.H., N. Y.

Four vocal serenaders who have something to sell and who know methods of merchandising. Looks like a break-in down here and with a fair chance of getting uptown too too remotely.

All are stalwart build, which may have suggested part of the billing. Neatly dressed in afternoon, clothes with toppers and sticks, and they act as though they were used to wearing style. Not harmonists in the strict sense, for they do not depend on close harmony. All have solo voices, and they got together effectively though never in the barbershop manner.

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Frank and Peter TRÁDO

Comedy Skit
17 Mins.; One and Full (Special)
Orpheum, N. Y.

The Trado Twins, as formerly known, are branching out in a 17-minute act that's surefire all the way and employs their humor-stifling stunt very effectively. Won't have people kicking seats apart, but a go on any vaude show anywhere.

Trados, open in one with some clowning, going to a restaurant scene in full for the balance of the act with two tables among the lesque. Action mostly comes in the check-alibing gag with a tough waiter 'on hand, but adds a new twist to it as the boys, plus their girl friend guest, learn the French waiter is a bigtime wrestler on the side or vice versa.

In dragging themselves in for the two-high stunt, with one of the Trados on the shoulders of the other to represent a double-tall man, the check-evader goes out for his big brother as someone nearer the waiter size. Sit in which boys, in this fashion, parade around and indulge a few dance steps, closes them up stoutly. *Char.*

FIVE WONDER GI

Dancing, Acro.
11 Mins.; Full
G.O.H., N. Y.

Five girls, three of them lookers, who suggest a cabaret, origin or destination. It could be either way. Closing the show here and with a noisy finish, but doubtful for this spot on the more exacting time.

They can open almost any bill. Four start things out with unison step dance, nicely costumed and mixing acro work with the leg flinging. Fifth girl goes for "posturing and acrobatics with one difficult trick. Other girls by pairs in a couple of chances, split again by the posturer and all on the finish medley of acrobatic.

Speed of the turn, nice costuming and absence of songs all help as much as the actual work, though they are not cheating on the latter. *Chic.*

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JESSE CRYOR

Singing
13 Mins.; One
G.O.H., N. Y.

Colored singer, offering five numbers and displaying better selling ability than voice. Suitable for the act of the class and Saturday afternoon over very big with his conception of Cab Calloway doing 'Minnie.

Colors goes throughout in working clothes, opening with a pop and turning to 'Stormy Weather,' then partly into character for 'Lazy Bones,' a natural for him. The prize is 'Blue Heaven,' an oldie, it worked down here. Spotted end. *Char.*

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Inside Stuff-Vaude

J. J. Franklin, H. Franklin's brother and manager of the RKO Albee, Brooklyn, refuses to take the rap for his theatre's unauthorized use last week of Victor Herbert's 'Fortune Teller' as a production overture. Number cost the house \$500 in compromise royalties after the publishers squawked and demanded \$1,000.

The \$500 was to have been taken out of Alex Oumansky's salary at the rate of \$25 a week on Franklin's orders, but the latter reconsidered. Oumansky, who staged the number, was imported from Ohio by Franklin for special production work around the Albee.

Milton Berle's rep as a gag lifter and material borrower, in which the comic had no small part himself in building up, is not doing him any harm in a financial way. Next week (6) his income from three simultaneous engagements will be \$5,250.

He goes into the Paramount, New York, for two weeks, ending a similar last week and the week before at Loew's State, and gets \$2,250 there. His one broadcast (Old Gold) nets him \$1,500, while another \$1,500 comes from his tripping at the Vanity Fair, night club.

Peculiar situation at the Paramount, New York, where Eddie Paul has been musical director for two months but hasn't had a chance to conduct an overture once. He luxuriates in the throes of a series of guest conductors and Paul hasn't had a chance to start function.

Something of a record for agent-actor relations is the 18 years Joe Laurie, Jr., was with Gene Hughes (later M. E. Manwaring's agency) and latterly, the 15 years under Meyer North's direction.

TAB MUSICAL, FOUR-ACT VAUD FOR STATE-LAKE

Chicago, Oct. 2. State-Lake will bring in 'Shuffle Along', the colored musical tab, week of Oct. 22 in addition to the regular four acts of vaude, spotted ahead as usual.

Comes in at \$3,000 and percentage. Same sort of idea being tried this coming week, with the Gus Edwards revue substituting for the regular stage show half of the vaude-presentation.

Al Kvale comes into the house as music master and p.m. on Oct. 23. In on a four-week minimum with options. Kvale was for years with Halaban & Katz as m.c. at the Oriental and outlying spots.

Replaces Verne Buck, who has held the spot since the house started 10 weeks ago.

Goes All Way to London To Look at 'Crazy Show'

Dick Henry, of the Curtis & Allen office, sails for London on the Lafayette Saturday (7) on a quick trip to see the 'Crazy Show' at the Palladium.

He will remain on it five or four days.

S. A. to Order

(Continued from page 1)

man has to go to work to blot out the dark patches.

Something has to be done for the femmes of large proportions, who this and dress designers have developed a girle made of reducing rubber on which is hung weights to keep down the bulge. It works. Main trouble is that the weights of from two to four pounds are suspended near the wearer's knees. In order not to trip her, the skirt has to be made narrow so that she can take short steps. One star walks like a man. Designers had a hard time keeping her skirts straight, but finally contrived a dress into which a pair of men's shorts was sewed. Actress hops into the combo and all is jake.

Tummies No Worries

Designers never worry about big tummies as the camera can always cheat on that or the player can be pleased so that the tum won't show. Where a tight dress is worn, causing flesh to bulge over the garment, makeup man is called in to taper off the bulge with makeup putty, adhesive tape and collodion.

Main worry to femme stars is elsewhere. Despite other contentions, in a close-up at least, a femme's s. is her neckline from collar bone to bust. If the collar bone is too prominent, it has to be filled in and a grading job done. Chest buildups are the hardest job. Tape, collodion and fish skin nets are used to furnish the necessary lines. Lamb's wool is used when there is an absence of a personal marquee.

Disappearing Chins. Makeup men are the lads who are called in to give the stars facial appeal. When eyes are too close together, the boys work the skin here and another there make the glims look farther apart. Double chin tends to disappear when crimsoned, but the player can't be photographed in profile. There's noth-

Feinberg's New Deal

Abe Feinberg has slipped his brother Joe two eastern indie vaude houses which he has booked for years. They are the Fay theatres in Providence and Philadelphia.

Joe Feinberg has been an agent only up to now, this being his first booking try.

9 Huffman, 3 Civic Theatres, Denver, Settle with Unions

Denver, Oct. 2. The five-months-old labor difficulties between the unions and the Harry Huffman theatres (9), and the Civic Theatres (3), owned by Joe Dekker, broke with the P & M Orpheum, four weeks after the re-opening of the vaude house.

The musicians settled for a \$40 scale, with the understanding that if business improves that will be boosted. They have imposed several fines on members who quit the union at the time and since. The fines run from \$400 to \$500. The musicians union has taken in several new members, including Edna Dodd, Denver organist, and the Taber theatre orchestra. Fred Schmitt's fine of \$500, imposed at the time he was expelled from the union, still stands.

The operators took in a number of new members, men who had been working at the houses during the labor trouble. Men who had dropped the union were fined \$200. Scales run from \$35 in the neighborhood houses to \$45 in the theatre.

The stagehands compromised their arguments, taking a cut in wages asked from \$60 to \$50.

The labor trouble started when Fred Schmitt was called to explain overtime on rehearsals. Because of what Schmitt claimed to have said, he was fined \$500 and expelled from the union. Huffman stood by him and Schmitt organized another orchestra, and after a two-week lapse, resumed overtures at the Orpheum. Bill Franklin's orchestra went into the Taber at the time, but not in the union. It is reported that because of this there may be fireworks at the next union meeting, many of the members admitting that while it is okay to take Franklin and his musicians into the union, they claim he should be barred from the Taber theatre job for the usual time. Those who arranged the settlement thought it too small a matter to quibble over and that now was time to line up the 11 theatres with the union again. During the trouble only a dozen houses in town out of 36 in operation were union.

The matter of the alleged look-out at the Huffman houses and the Dekker and Archer theatres is still in the courts. The district court ruled the state industrial law requiring 30-days notice either way in case of looking up the union did not apply to theatres, they not being affected with the public interest.

Two Tabs Start

Two tabs, White's 'Scandals' for Loew's, and 'Artists and Models' for RKO, are starting out. 'Scandals' opens for Loew in Boston Oct. 13 on straight percentage for 10 weeks, excepting in one of two spots where there is a guarantee.

'A&M' opens Nov. 3 in Providence for RKO with Jans and Whalen, Jimmy Savo, Janet Reed and 24 girls. Shaw and Lee will head 'Scandals'.

RADIO BABE SET

aby Rose Marie, on the air twice weekly on WJZ, New York, has been booked for a week in Chicago by B&K and a week in Detroit.

She opens in Chicago at a house yet to be determined Oct. 11 and follows in Detroit.

MORRIS BACK EAST

William Morris, Jr., arrived in New York Sunday (1) for an eastern tour.

He left Hollywood the day before, flying in.

Anger Staging Unit

Harry Anger (Anger and Fair), turning producer, is staging for Norwood and Hickay a 25-piece unit titled 'Bottoms Up.' Bobby Pincus will be featured.

Rest of cast, the Lee Gails, Beth Miller, James Hartley, George Edwards, Harry Shilley and a line of 16 Chester Hale girls.

Restaurant Gazing Dixie Layoffs Trying Rural School House Gag

Weather Vane

Before going to the booking office every morning to submit acts and ask for salaries, the Loew agents now read the stock market quotations to determine that day's approach.

Irringham,

The school marns 'are to have their hands full selling tickets and keeping the kids studying. For there are going to be more vaude and tab shows out this fall playing school houses than any time in recent years.

MARCUS BACKS OUT OF F&M SALT LAKE TIE-UP

Salt Lake City, Oct. 2. L. Marcus theatres, headed by the city's mayor, breaks with the P & M Orpheum, four weeks after the re-opening of the vaude house.

Closed two months ago on account of RKO San Francisco Corp's difficulty with creditors, the Salt Lake R-K-Orpheum houses remained dark for a month until F & M in a deal with Marcus, operating Salt Lake's three grade A houses, reopened it.

Arrangement appealed to F & M because of L. Marcus having best product tied-up; Marcus liked the idea of re-establishing vaude in the city. Deal gave Marcus one fifth ownership plus management.

Regarding split Marcus reps said that management with such a small interest was no management at all, and that F & M was prone to meddle.

Orpheum continues to operate with Charles Pincus as mgr. The tie-up between Orpheum and L. Marcus theatres was never made public.

BOOKINGS

Omaha, Oct. 2. First break in Omaha's steady summer diet of straight pictures from all theatres will be at Orpheum week beginning October 7.

Vaude attraction will be Jay Filipp and World's Fair. Follies with fan dancer Eleanor Ames. Fan dancer is main item of billing and exploitation as Omaha has yet to see its first exhibitor of the strip craze.

Ft. Wayne, Oct. 2. Only stage attractions playing here are tab shows at Riley, second-run house on Calhoun street, leading downtown thoroughfare. Troupes comprising about 30 persons open on Tuesday for four days. Come here from English theatre in Indianapolis. Pete Mallers, proprietor, dicker for full-week stands.

Emboyd and Paramount, town's ace film houses, continue on a straight film policy. It is thought that some of the touring musical comedies may be booked around November. Emboyd reverted to original ownership of W. C. Quimby last Spring and inaugurated a heavy stage program with Charlie Davis and his orchestra as regular house feature. Name acts failed to pile up any records.

One Good Turn Deserves A Series of Tabloids

Dayton, O., Oct. 2. The tabloid, 'Strike Me Pink,' did big \$15,000 at Keith's. As a result RKO has booked four more stage attractions at the house.

Ethel Barrymore, due week of Oct. 13; Ben Bernie and his lads, 27; Carroll Van Rensselaer, 10; and Duncan Sisters are booked for the week of Nov. 17.

GUINAN POINTS FOR N.W.

San Francisco, Oct. 2. Tex Guinan expects to do four weeks in the Northwest for John Hamrick, following her current week at the Fox Orpheum, Oakland.

Reported sharing the gross at the Roxie, Seattle; Oriental, Portland; Music Box, Tacoma, and Beacon, Vancouver.

After that, sez she'll hop to Hawaii and maybe the Orient.

BERNIVICI UNIT AGAIN

Count Bernivici, who scrapped his all-girl band when going to Europe last year, is reviving it, this time as a unit with Evelyn Brent topping the cast. Irving Yates is producing.

Opens Oct. 13 at Warners' Ritz, Elizabeth.

ig shows are being recruited in Irringham this week to start out around Oct. 1 playing the rural school houses, and they are expecting to do a little business, with cotton prices up.

There is a demand for good novelty vaudeville acts to play the schools, since the boys cannot get this much sitting around and gossiping. It's better to be working for crackers and bananas than gazing in restaurants.

The schools are being played on a percentage basis as usual, with the school getting about 2% of the show. Each school show is booking the dates through the Parent-Teachers Associations, who handle the sale of tickets, etc.

In addition to the four or five shows being formed locally, there are other outfits being organized out of the state. Some of the dramatic companies who will play scripts used 25 or 30 years ago.

Actors will be paid on a when-and-if basis. The shorter name is 'co-operative.'

Charlotte, N. C., Oct. 2.

The fall season—if there is a fall season—in vaudeville is well underway in the Carolinas, with numerous companies of all types and sizes playing in the two states.

These include: The 'Girls in Colophane,' some of whom are the stars; Don Lanning and his Silver Slipper Revue, with the Norma Wassser Slipperettes; the Ballyho Revue of 22 people and a band; Trout's Vaudeville Circus; 'Freckles of Our Gang' comedies, barnstorming alone; Candice and the 'Handy' Farrar and Three Accomplish, with fancy roping and whip cracking; the Irving Lewis Scandals, with Harry Hoyt as master of ceremonies, and the Syncopaters band; and the Globe Trotters Company, with Turk McBee, Jr., and his Blue Streak orchestra.

Poli Sale Legal Gravy Is Reserved Thru Suit

New Haven, Oct. 2. An echo of the sale of the Poli chain to the Fox interests several years ago cropped up in Superior court here when the estate of Walter J. Walsh was awarded a judgment of \$2,500 against Benjamin Slade, S. Z. Poli and others associated in the former ownership of the Poli chain.

Judgment was for legal fees claimed for Walsh's services at time Poli interests were being sued by John Hancock Insurance Company for commission on sale.

Poli chain's insurance company claimed they had a purchaser ready when Poli group sold out to Fox interests and sued for approximately \$1,000,000 commission and interest.

Walsh, assisted Benjamin Slade, Poli counsel, received \$100,000 but his estate claimed an additional \$9,000. Settlement of \$2,500 was agreed on when Slade showed that his own fee was only \$10,000.

SEBK HANDLING SALLY

Sally Rand will be handled in New York by Ben Serkovich. Six-week contract between the dancer and the exploiter has been made.

Serk's first stunt was to have dancer fly to New York Sunday night, rehearse at the flying field, meet the press and take a return plane to Chicago.

MURPHY IN 'COLORS' TAB

Bob Murphy is the first principal cast for the 'Flying Colors' tab. Curtis & Allen is staging the Max Gordon musical for the picture house.

Inside Stuff—Pictures

(Continued on page 63)

* Under the legit code rules Broadway's shows are directed to open at the advertised time, traffic conditions, weather or not. First show to

three months. Currently, he shares space with
from which company he split some time ago.

MEN IN WHITE

MEN IN WHITE

[illegible]

Looks like this one has a chance for a fair run. It's good theatre and unusual in background although the basic theme of a doctor's slavery versus a doctor's neglected women has been treated before. Sam Cooke's song in the title is the climax of the second act. That brings to the stage with fine realism and inherent drama that battlefied where the nimble hands of science seek to defeat the bony fingers of death. Doug Kingsley, in his early twenties has sensed that the operating room drips with drama.

Occurring entirely within the precincts of one hospital, the story has

SAILOR, BEWARE!

strength. It is simple and direct and the thesis is frankly eulogistic of the surgeons. A strong cast and an imaginative stage director have made the thing vibrate.

Alexander Kirkland is the central character. He is torn between love of his profession and love of his fiancée, J. Edward Bromberg is his stern mentor, inspiring him on to self-sacrifice on the altar of science. These two performances naturally dominate. Margaret Barker is a plausible mortal as the girl, although stylized in a manner that is not inordinately attractive.

Land.

AMOURETTE

Comedy by Clara Krumpholtz, presented by
Leo Peters and Leslie Spiller. At the
Henry Miller, New York, Sept. 27, 1933.
Staged by Leo Bulgakov. Three acts and
an epilogue.

Amsey Tucker.....	Arthur Aylsworth
Druisilla Thorpe.....	Edwiled Natwick
Abbie Hiram.....	John Pettus
Hiram Halliwell.....	Byron McGrath
Amourette Tucker.....	Francesca Bruning
Alfred Halliwell.....	Alfred White
Alma Tucker.....	Charles Coleman
Amos Todd.....	William Lynda
Enoch Canfield.....	Frederick Kunkin
Lillian Tucker.....	Tom Morrison
Mrs. Belle Morrow.....	Frances Halliwell
Paglee Dossett.....	Fred Sumner
Gandy Hesp.....	James P. Houston

One doesn't have to look up the records to be sure this new piece had its genesis a long way back. Pagse character of the story and treatment marks it, and its sentimental appeal gets small assistance from the stage direction, which seems dimly to have realized that it had a task beyond its reach and descended to hokum device to give it some outward appearance of vitality. Result all adds up to something close to zero for this day

Production is No. 18 Series B to crop up on Broadway in the last few weeks out of the summer holiday. This one having had its rural baptism at the hands of the group in Matunuck, R. I. It shares the fate of the great majority of pieces coming from summer try-outs so far.

Thought that inspired its presentation at this time appears to be idea of Peters & Spiller that the

surprise attack of their own. One Sunday Afternoon" established the general principle that the Big Street was in a mood to go for sentimental trifles set in a village locale. Without seeking to analyze whether this is true or not, it doesn't go for 'Amourette,' which is distinctly and utterly not Broadway—or Main

Trade heard vaguely that the old might have had its roots in the old-time sketch. "The Choir rehearsal." Reference to *VARIETY* files removes all doubt. Sketch was first done in New York in February, 1917, by Sallie Fisher and Co., and in its 16 minutes had all the national prominence of the day—a play which gives some idea of how enormously it has been padded. Practically nothing has been added to the story or to the characters.

The padding has been altogether lighter, the brochet work, the extra clasp and the some sprinkling of comedy flavoring.

The producers have given the place three pretty sets to supply something of the atmosphere of the era of 1840 in Tuxbury, Mass., and the costumes are pretty and the hoop-skirts and beaver hats of the characters, but you can't make an atmosphere out of furniture, or breathing people out of hoop skirts and beaver hats.

Story less than an trivial.

(*Forbes's* Jan. 22, 1904, 52)

BROADWAY LEGIT GETS GOIN'

Revolt Against Ticket Broker Code Follows Broadway's First Success

With but a dozen shows on Broadway, the ticket brokers declare that they cannot exist if required to stick strictly to new rules as set forth by the committee of the National Association of the Legitimate Theatre, established under the NRA legit. code. Last week they asked the committee to suspend the rule that establishes 75c as the limit they may charge over the box office price, until such time as there are enough attractions to test the new regulations—from the agency standpoint. There are thrice as many agencies as there are shows. With a genuine demand developing for several fresh successes, the brokers have already tossed all sorts of complaints at the committee head. The agency people are asking for revision of the stipulations, particularly those governing the exchange of tickets between agencies, because there are not enough tickets available for all agencies.

Jam Over 'Cheer'

Heaviest demand for tickets was for the opening night of 'As Thousands Cheer,' at the Music Box last Saturday (30). It was an open secret that the brokers offered as high as \$150 per pair for lower floor locations. The supply was extremely small, nearly one-half of the good locations going to persons whom the brokers had no chance to reach. Whether the brokers secured possession of any of the 'Cheer' tickets is not certain but it is sure there were plenty of would-be buyers at any price. It is that factor which is sure to apply to subsequent performances of the new hit and with other successes, which makes the functioning of the price fixing regulation without a fight look dubious.

Ticket committee of the NALT received vague complaints that prices in excess of the 75 cent limit were being charged. Spectators were put on the job and made inquiries, without disclosing any violation of the rules. Not likely open gyping will be detected, but among the concessions the brokers now ask is that they be allowed to charge more than 75 cents premium for choice location. The argument is that such tickets are more valuable and that no rules could change that status.

During the discussions between the committee and the agency men prior to the issuance of licenses, agency men said it looked like ruination to them. Managers on the committee came back by saying it was already well curtains for any number of showmen and one tersely cracked that it did not seem to matter to the brokers that dark theatres meant hundreds of thousands loss annually. Also it was stated that while managers have gone bankrupt, the brokers seem to have worried along—not having theatre investment risks.

The committee at its meeting last week decided to seek the co-operation of ticket buyers who are asked to report any infractions of the rules. The various groups within the theatre will also be asked to observe the agency rules and report infractions. Committee stated that if violations are detected the vigorous prosecution of offenders will result in stamping out the evils.

Public Co-operation

Following notice is to be placed in theatre lobbies, there to be conspicuously displayed:

To the public:

'Under the NRA, the managers have pledged themselves to correct the abuses of ticket distribution. They are obligated to retain a minimum of 25 per cent. of seats in all parts of the house in the box office for direct sale to the public, and to refuse to issue tickets to agents who shall charge an advance of more than 75 cents plus tax per balcony ticket.

'The public has three representatives on the Legitimate Theatre Committee, is a part in the recovery campaign and is urged to report

PASSED UP 'SAILOR'

Shuberts Couldn't See Play Now Among Current Hits

The Shuberts are biting what few finger nails they have left over 'Sailor Beware.' Play was brought to them for financing about seven or eight months ago and they passed it up as not likely to return its investment.

Day after the play opened, under indie management and production, it was evident that it was a hit, all the critics gave it good notices, and within 48 hours it was sold to pictures for a healthy price.

COAST'S LEGIT PRODUCTION LAGS

Angeles, Oct. 2.

Prospects for legit on the coast, despite the disposition to be optimistic, are not so hot. Locally, and L. A. is the production headquarters, there is little activity for the coming season. Biggest producers on the coast, Belasco & Curran, who had their fingers burned late last season, have but one production scheduled, the revival of 'Show Boat.' Other than that, they have nothing planned. Team has moved from the Belasco to the Mayan, Bradford Mills has taken over the former house, opening with 'Loudspeaker,' but has nothing set to follow.

Henry Duffy has forsaken super stock for regular road production and together with Homer Curran will produce at the Curran, San Francisco, in addition to his El Francisco, in Hollywood. Only thing he has on the fire is 'The Late Christopher Bean,' which opens here in two weeks. Meanwhile he will try the road with 'Councilor at Law,' which closed here Sunday.

Many Houses Dark

Ralph Pincus, San Francisco producer, has nothing planned for his Columbia. Both Erlanger houses in Los Angeles, the Mason and Belasco, have nothing set for this season and so far the Elmore is without any dates for road attractions.

Hollywood Playhouse has been taken on a year's lease by George K. Arthur who plans to keep the theatre open with co-operative productions. Arthur has been operating thusly for the past three months but as yet is still trying to make a profit. Paul Treitsch, hit and miss producer, has at present 'Romance Collect' at the Music Box, also co-op. If it clicks he'll try something else, if not he'll fold until another co-op try comes along.

Most coast producers are without bankrolls and have to depend on co-operative efforts to get opened. Those who still have a few dimes won't take a chance with anything.

any infraction of the committee.

A similar notice, omitting the reference to 25 per cent. of the seats remaining in the box office, which Mr. Pemberton feels would be 'unfair to the broker,' will be posted in agency offices.

Committees will go further into the matter of cheap ticket coupons. While throwaways have been eliminated, there is still the practice of 'two ones' to be disposed of. This is a system whereby slips similar to throwaway passes gives the holder two tickets for the price of one. Little doubt the throwaway passes were the worst feature of the cheap ticket schemes of the past season or two.

FIVE NEWCOMERS CLICK OUT OF 7

'Cheer' Looks to Be First Smash of New Season—'Horses' Leads List at \$32,000—Non-Musical Hits Are 'Double Door,' 'Men in White' and 'Sailor Beware'—12 in List vs. 20 a Year Ago

'AMOURETTE' IN DOUBT

The delayed start of the 1933-34 season may be dated from last week and Broadway is heartened over the load of favorable reviews and the hearty responses at the box offices.

Never in the history of legit has there been such a preponderance of successes.

Out of seven arrivals within five days, five shows are indie and among the group there will probably be several smashes when subsequent grosses are recorded. Over a long stretch of seasons, the best average was one click out of three productions.

It is possible that New York is show hungry but the attendance speaks for itself. Lower ticket prices is a possible factor, also the limited number of attractions, there being but 12 shows on the list as against 20 for the same week last season, when no smash success had yet arrived.

'Cheer' First In

First indicated smash this season came Saturday (30) with the debut of 'As Thousands Cheer,' which looks sure to register capacity pace which at the Music Box with a \$440 top is somewhat over \$25,000. 'Hold Your Horses' is new gross leader and, although not accorded the rave notices that 'Cheer' got, went well over \$34,000 on its initial week at the Winter Garden with a scale of \$3.85. Garden has the larger capacity. Entrance of the money musicals probably read 'Hold Your Horses' at the Vanities, which dipped sharply from \$25,000 to \$18,000. Humidity had some effect on attendance for 'Mud.' 'Double Door' drew around \$12,000 for the first full week at the Ritz, strong trade at the scale of \$2.75; 'Men in White' at the Broad-

(Continued on page 53)

Plenty of Arguments Over 'Horses,' But Show Has Good First Week

Oil on the Road

Pittsburgh, Oct. 2. Prosperity note: Advance agent here ahead of road show attractions left a pint of prescription likier on the desk of every dramatic editor he ited.

First time that's happened around here since 'Ben Hur.' Newspaper boys agree it looks like a good season, alcoholically, at any rate.

'Hold Your Horses' the new Joe Cook show which opened at the Winter Garden last week, is slated to move in about six weeks when the new 'Follies' is expected to be ready. Switch will be to the 44th Street, here it was originally aimed.

Show's authorship was completed when the Shubert office accepted 'Horses' for production. J. J. Shubert had charge of the general direction although his son, John, is so credited in the billing.

Shubert's disputes during the Boston date roused the anger of Morris Green who with Cook prepared the show, state also having words with the managers. Authors were even more embittered, charging Shubert with having changed the book and inserting material, numbers and people over their protest.

No One Neglected

Among the many arguments, Corey Ford, who wrote the book with Russell Crouse, was involved. That also went for Owen Murphy—one of the composers and lyricists (others being Russell Bennett, Robert A. Simon, Louis Alter, Arthur Swanstrom and Ben Oakland). Murphy's name was dropped from the program, but the numbers in which he participated remained.

It was stated that a protest has been made to the Dramatists Guild for alleged violation of the Basic Minimum Agreement, also to the American Society of Composers, Authors & Publishers.

When 'Horses' opened at the Garden, loud speakers were hooked up over the protests of Cook and the supporting cast. The result was a ragged performance, the players being disconcerted at the effect of their voices bouncing back at them. Second act found the amplification out. Second night a better performance was given.

Opening night in Boston drew excellent notices in the Hub press. Thereafter revisions that changed the show into a cross between a revue and a book show aroused the authors and composers. Cook appealed to Lee Shubert when the company arrived in New York. Understood too that Lee told J. J. that he must not meddle in the new 'Follies' to be staged by Bobby Connolly.

There were differences between the Shubert and the authors prior to the show. John Murray Anderson was to be engaged to stage the show. When it came to signing Murray's contract the manager balked, offering him \$100 per week instead of the agreed \$150 of the gross (in addition to directional fees during rehearsals).

One author, against whom the manager has a special peeve, was refused first night tickets which he was to pay for, it is reported. Same author was also denied entrance to the house last week when Cook asked him to watch the performance from the front.

Despite the feeling among those connected with 'Horses' it had an excellent first week. John Shubert was in New York late last week. He has one more year to go at Harvard, law school.

Gets Past Doorman

Freddy de Cordova, 22, rates as the youngest Broadway stage manager. He handles the backstage of Joe Cook's 'Hold Your Horses' at the Winter Garden.

He is a Northwestern U alumnus, graduating before he was

'LADY' SET BACK

'An Upright Lady,' slated for the National N. this week, was postponed until next Monday Show the last half at Providence.

Nancy Carroll is starred in the show, produced by Leon Gordon.

PLANT STOOGES TO GAG UP FLOP MELO

New policy has again gone into the Broad Street, Newark, with Paul Karakakis now attempting to book in a series of new indie productions for tryout purposes. For past three weeks Karakakis was putting on new plays with a stock company, but flopped.

Last week's play 'Drifters' was the blow-up of the old scheme. Supposedly a serious drama, but audience laughed at all the wrong places Monday night, with Karakakis and Sam Kopp, his manager, immediately deciding to change the thing into burlesque. Group of stooges and plants were put into the audience next night with instructions to go wild. For a finish of the play, leading lady, Mary Newton, asks the audience whether to live or die, with the stooges shouting back 'Die, by all means.' That sort of thing was injected into the piece throughout for laugh purposes, with things almost satisfactory by the end of the week.

Karakakis during his three-week attempt of the new play thing lost about \$3,000, but never let on that the last play, the biggest flop, and the one which was changed from serious drama to burlesque—was authored by himself under a nom de plume.

New policy has Tom Powers and Alvin Kruger in 'He Knew Them All,' authored by Powers.

It's a Long Climb

'Men in White' a Hit Prospect After Three Years of 'Almosts'

'Party' Breaks Up After Mrs. Pat-Mr. Bill Tiff

was suddenly withdrawn from the Playhouse Satur although not announced as closed until Monday (2). English comedy played five weeks, mediocre grosses. Differences between Mrs. Pat Campbell and W. A. Brady, who produced the show, threatened the closure of 'Party' after the second week.

The veteran manager wanted a revision of Mrs. Pat's contract, the actress who was imported from London for the show, contending that the agreement was not amenable to changes. The matter has been put up to Equity, where it will probably be settled, otherwise going to arbitration.

Playhouse will get 'Virtue on Horseback' produced by A. H. Woods, debut being dated for Oct. 16. Show was first known as 'For God and Country.'

'Men in White' was written by Sidney Kingsley back in 1930 entitled 'Crisis.' Several producers had it and played with it. Last season it almost was produced by Sidney Phillips who, however, could not get together with Kingsley on rewrites. When his option expired Kingsley sold it to Harmon & Ullman, young indie combine.

He then set the Group Theatre interested, liked their outlook, and tried to get his play away from H. & U. for them. That ended in an agreement that the two outfits produce it together. Group Theatre rehearsed it and worked on it all summer at their hideaway upstate in New York. Entire actor membership of Group Theatre is in the play with one single exception, Stella Adler.

Kingsley is a young man, only 28. On the strength of the unproduced play script Kingsley was given a Columbia writing job a year ago, but didn't last beyond the first three month period. Day after the play opened in New York the producers had five picture offers for it.

Banned at \$2.75 'Crazy Quilt' Will Play Minneapolis at 55c Top

Minneapolis,

Minneapolisians who didn't get a chance to see "Crazy Quilt" at \$2.75 (unless they journeyed over to St. Paul) because former Mayor W. A. Anderson prohibited it from showing here are going to have their chance now at 55c. The State (Public) has booked the Dilly Rose attraction for the week of Oct. 30 in conjunction with its screen program.

Former mayor's action in banning the show at the eleventh hour here on account of objectionable posters created a furore that brought nationwide attention. It originally was scheduled for a half week here and a similar engagement in St. Paul. When it wasn't allowed to open here it moved over to St. Paul for the entire week and played to capacity business, with many Minneapolisians going to the sister city to see it.

A storm of criticism was provoked and the matter was made an issue in the next mayoralty campaign. Former Mayor Anderson's own party refused him its endorsement for re-election, citing the "Crazy Quilt" action as one of the reasons. Bainbridge, successful showman candidate opposing Anderson for the mayoralty, also attacked his opponent, accusing him of narrow-mindedness and of sending Minneapolis money to St. Paul by his prohibition of "Crazy Quilt." Tremendous amount of publicity which the show has had here is expected to make it sure-fire box office.

STAGE RELIEF LOSES HANDLAN WILL SHARE

The Stage Relief Fund, which has virtually suspended because all moneys have been disbursed, will not participate directly in the W. A. Handlan trust fund, being administered by the Mercantile Commerce National Bank of St. Louis. Stage Relief, however, may refer applicants to the Actors Fund, which has been designated to pass on applications, along with J. J. Shubert. Latter's participation is explained by the fact that he directed the St. Louis open air opera and the bank contacted him.

Handlan, a wealthy manufacturer of St. Louis, died several years ago. Although he was never in show business he set aside several hundred thousand dollars to be donated to needy or indigent actors and actresses. A provision in that will shall receive more than \$99. In a recent letter J. A. McCarthy, trustee officer in the bank, wrote the Stage Relief:

"Arrangements have been made with the Actors Fund of America to receive and pass on applications for aid from this fund, and Mr. J. J. Shubert has kindly agreed to work with the Actors Fund in this matter in our behalf, so that we are now making payments upon applications which come to us with the approval of the Actors Fund and Mr. Shubert." Latter stated that a number of professionals have already received money from the Handlan fund.

\$45 Judgment Against Lydy in Chi Ad Suit

Chicago, Oct. 2. Great law case of the Chicago "Daily News" against R. G. Lydy, the parking space king, and Fritz Block, author and press agent, drew a decision of \$45 judgment against Lydy and payable to the "News." Suit was for advertising in the sheet for the Lydy-backed and Block-written legit show, "World Between."

Lydy admitted he was a partner in the deal. Lydy sought an appeal. There were 13 witnesses and three lawyers fuming over the \$45 case.

BRADYS ON MEND

race George, who has been ill for several months is reported on the mend. She returned to her home in New York last week.

Expected she would be fairly recovered by the end of the month. W. A. Brady, her husband, down with an inflamed foot, also better.

Harris-Puck Use Chi Shortage as Chance

Chicago, Oct. 2.

Will Harris, former Balaban & Katz producer and recently on his own, is going to do a legit show. With Harry Puck for the lead and a Harlan Thompson script. To open early in November.

But on the scarcity of musicals in town at present and the number of closed legit houses as a couple of advantages right off the mitt.

'Dirt Plays Win' Coin Promotor's Come-On Point

Letters have gone out around signed by a Clark Ross and on his stationery inviting investment in a legit play. It's a lengthy letter, telling all about the great fortunes that can be made in legit production, especially on picture rights.

Ross starts off by claiming to have more than 20 years contact with the theatre, though not stating in what capacity.

Letter also states that "within the past five years, the most successful plays were 'ALL of the risk genre.' Then he goes on to state that he has an "extraordinary" risk genre comedy that should be a sensation on Broadway and also on tour. He ends by saying that "very moderate investment will acquire a substantial interest." Then Ross lists a series of "some of last year's Broadway plays whose picture rights were bought by movie concerns." List includes "Street Scene" at figure of \$157,000, "Broadway" at \$275,000 and "Councilor at Law" at \$175,000. First two of these plays were quite a number of years back, despite the listing as "last years." Twenty-four plays in all are listed and supposedly all of them got over \$20,000.

It has been the record of show business that the enduring hits of both legit and pictures have always been clean.

Denver a When and If Town in Road Outlook

Denver, Oct. 2. At this time look like a slim winter for Denver in the legit line. Arthur M. Oberfelder, who has been in New York for two weeks trying to date shows, has managed to book one for a definite date, another for a date some time this winter, and a third "if it gets far." Oberfelder has booked Katherine Cornell, who will appear in "Barrett's Wimpole Street," "Candida," and "Romeo and Juliet" on Feb. 13, 14 and 15. He has reserved the municipal auditorium for this date. There is nothing announced for come to Denver in "Ruy Blas," but the date depends on the reception it receives while on tour and when it leaves for N. Y. Otis Skinner will make Denver in "Uncle Tom's Cabin," if he gets as far.

There is nothing announced for the Broadway as yet.

Hudson for '8 Bells'

The Hudson will be leased by A. C. Blumenthal for the presentation of "8 Bells," the melodrama which is current in London. Blumenthal bought the American rights and engaged an English stager to ready the show here. Play's action is on shipboard.

Hudson was formerly owned by Henry B. Harris. He was lost to the theatre, Emigrant Savings Bank taking it over through foreclosure. Blumenthal's leasing arrangement is for an indeterminate period, bank requiring two weeks rent on the line.

Human Interest Note

"Biggest laugh during the opening night performance of 'Sailor, Beware' was unexpected. For seven scenes of the play the hero is chasing a girl who is always saying 'no.' In the beginning the girl is eighth and final scene she admits to the girl friend that she's decided to give in. One egg in the audience immediately began applauding loudly. The house laughter stopped the show for a couple minutes.

Plays Out of Town

Pursuit of Happiness

Philadelphia, Oct. 2.

Newest production by Rowland Stebbins, now playing two weeks' engagement at the Walnut, is a farce factors that militate against its chances for success, but others that are equally strong in its favor, and local audiences and critics joined in giving the new comedy a favorable reception.

Play is by Mr. and Mrs. Lawrence Langner, although program has them hidden under noms de plume, Allan Child and Isabelle Loudon. In the first place, it is a costume piece and that means uncertainty on the modern stage. Furthermore, it hasn't a single name to sell save that of the producer of "The Green Pastures."

"Pursuit of Happiness," however, turns out to be a gay and bubbling comedy, verging most of the time on farce and not at all affected as most costume plays seem, and, as for the cast, it is top-notch throughout with one player who more than likely will cause something of a sensation on Broadway.

This player is Tonio Selwart, young Bavarian leading man who is really making his American debut in this play (unless some anti-national characterizations in Eva Le Gallienne's "Alice" are considered). Selwart has a coring personality, will almost surely fascinate the feminine contingent. On the same order as Francis Lederer, and Walter Slezacek, should duplicate the success of both.

"Pursuit of Happiness" is laid in a small Connecticut town during the Revolutionary war. The theme is fixed as just after Burgoyne's surrender, and the characters are townsfolk and soldiers. Max, a young soldier, is a deserter from the British ranks, and shows up in the town, asking to be allowed to switch sides as he is much in favor of the tenets of the Declaration of Independence, especially that about "life, liberty and the pursuit of happiness."

He falls in love with the daughter of a Colonial captain of militia and incurs the dislike, by so doing, of the town's pompous sheriff, also in love with the girl. The lover is backed in his suit by the fanatical minister of the community whose one burning aim is to abolish the practice of matrimony. The play is built around this quaint old custom and it should be played up much more than it is for box office purposes. The building consisted in a young man and young girl who wanted to "spark," conducting their courtship in bed. Reason was that house got too cold in the evening and owners couldn't afford firewood for late sessions.

Listeners were supposed to observe certain rules such as a board between them and not removing more than their boots and shoes, but some doubt is always expressed as to the faithfulness with which they carried out these observances.

Max and his girl in "The Pursuit of Happiness" were disturbed in their burning by the Reverend and much excitement ensued. With the help of the heroine's father, Max and his girl, they triumphed over their enemies by a simple expedient of pretending to be firmly opposed to a wedding and Max's father, Reverend as the more insistent that they should be married.

Second act is a corker throughout with actual horse racing, but sprinkled with laughs. The last act has been sharply trimmed since first try-out and is now okay, although it is a much less action. A single line, uttered by the maid of the piece and right now being used as the play's final tag, is the last act scene.

Cast is good throughout with Peggy Conklin excellent opposite Selwart and Dennie Moore delightful as the susceptible maid. Charles Waldron is effective as the father, Hunter Gardner outstanding as a Southern officer and Seth Arnold as the minister.

The single set is a corker. Waters.

ALLEY CAT

Drama in three acts by Lawrence H. Polla. Produced by Rowland Stebbins. Lyric, Summit, N. J. Staged by Charles Sinclair. Setting by Walter Roach. In the cast: Carl Vinal, George Houston, Mabel Kroman, Nell O'Malley, Helen.

Jessie Joyce Landis does a splendid piece of work creating a pre-adolescent girl, who is of middle class, making the girl alive and lovable. Her performance, so subtly fashioned, is an object lesson in acting. For her work alone, "Alley Cat" would be worth seeing. It stands, too, on its merits as a play. Carl Vinal, formerly a wealthy broker, losing all faith in life, hires a rooming house, but is accidentally stopped by a girl who accidentally enters. Without sermonizing, she points out a way for him which he adopts and finds successful. He lives happily in his marriage, and she tells him she is about to have a baby. His supposedly barren divorced wife sends word to

him that she had borne him a son who she crippled through his fault. The boy is about to have an operation and his mother wishes Vinal there. The girl, though still in love with him, accuses him of the doctor says he was mistaken. Sure that he is going for good, she says goodbye to him forever and determines to leave the child alone.

The finely drawn character of the girl gives the play its grip. Written sincerely and simply, it has a superb first act. The second lets this down and the girl's father, though a bit big-hearted chorine, seems a bit commonplace, but as a whole the play has appeal. For complete success it may be a little thin and shallow.

As Vinal, George Houston impresses in the first act but fails to hold like Miss Landis.

With "Alley Cat" Miss Miele ends her season in Summit, where she has put on 11 new shows. At least two of them—"Bridges to Cross" and "Alley Cat"—deserve Broadway showings. Of some of the others it is hard to see what appealed to Miss Miele. That is the danger of a season of new shows; unless one has intimate luck, they little taste of the inferior plays offered. In summary, Miss Miele had a good idea and deserves credit.

DRIFTERS

Newark, Sept. 29. Drama in three acts by David Allen. Produced by David Allen. In the cast: Frank Camp, Frances Bendish, Mary Steele, Leslie Lee, John Risher, Katherine Parker, Robert Clark.

A nightmare of sentimentality, symbolism, and morbidity. Looks as though the author had had indigestion after reading D'Annunzio. Anything he has fallen for, it is his theme clearly and it remains vague. Nor are the details any more lucid or generally dramatic, here are some good if platitudinous thought but they fail to make a play.

A dam is building. The engineer in charge is poetical and visionary but a good crowdman. From the dam is a river arises effectively much symbolism. The characters, all peculiar but one, seem uncanny. Their loves, labors and battles, a partial view of the dam, and one suicide carry the action of the play to an uncertain end. Two endings were given, one without the suicide, but the audience chose the tragic one. Both settings were attractive.

The acting did not improve the play but in a minor part, Frank Camp was convincing. It is said the play is now given as a burlesque as the audience Monday would not take it all seriously. Reported too that the said Allen is the Karakiss who figures as producer.

MASQUERS REVEL

Hollywood, Sept. 28.

First Masquera Revel and inaugural party for Joe E. Brown, new president, despite numerous rumors, was given at the Hollywood. Sunday night mob got a load of laughs out of the affair. Most of them came to hiss Jack Warner, who was making his last bow, and to cheer for Joe E. Brown, who has had aspirations to ham ever since he left Youngstown.

It has come to the front recently with Joe E. Brown, the mustache and wearing a derby to the studio. When he couldn't make the show due to press of business, he sent a wire to Brown asking him to be careful in choosing an actor to replace him as he didn't want anyone with a Goldwyn accent to play his part. Edwin Maxwell substituted for him.

Dick Powell m.c'd the show, filling in with a song number every time a wait had to be covered. Opening number was "The Trade, 'Nira My God to Thee' by Walter Weems. Act had to do with the squawking of the lay-offs around the club. The crowd was a mad concert pianist, deuced with two numbers, knocked the gathering for a loop. "Tomorrow's Yesterday," burlesque Russian playlet by Jack S. Brown, the slightly off the side received a good reception. Brown was forced to do his "Mousie" bit next. Russ Columbo crooned a number, but was at a disadvantage when the p. a. system went sour.

John Boyle and John Boyle, Jr., tapped out a smart routine. "Singing Blue Bird" was the same as was done at the Lams club by Boyle and the late Jack Donahue. "The Heart of His Mystery" was a song by George Martin, Sr., the stage doorman, on his performance. After the company has gone home, the old stage door was closed. The next morning the role to the dark house, dying in the end. In the morning before rehearsal, the company discovers

(Continued on page 53)

5 Hit Plays Come In

(Continued from page 51)

hurst approximated \$10,000 in first seven performances. "Star for Be-ware," which opened late last week, jumped to capacity. These three shows complete the quintet of new probable grosses. "Uncle Tom's Cabin" is rated doubtful, same going for "Amourette," Miller.

Last week had six arrivals. There is but one this week, it being "Ah, Wilderness," Guild. Next week has three newcomers scheduled in "The Pursuit of Happiness" at the Avon, "Her Man of Wax," Barrymore, and "Undesirable Lady," National, and week of Oct. 16 at least six new productions and possibly nine are due in: "Let 'Em Eat Cake," Plymouth; "The School for Husbands," Royale; "The Green Bay Tree," Booth; "Die Fledermaus," Shubert; "The Curtains Rises" and "Virtue on Horseback," Playhouse. Playhouse stopped at the Playhouse last Saturday.

Estimates for Last Week
"Ah, Wilderness," Guild (1st week) (CD-\$14-\$330). Presented by Theatre Guild. "Undesirable Lady," National, with George M. Cohan heading cast; opened Mondax.

"A Party," Playhouse. Closed Saturday; played five weeks to light take.

"A Thousand Cheers," Music Box (1st week) (R-\$1,000-\$440). Reviewer hailed new revue, which should be smash; advance demand indicated capacity which is \$2,500 at scale; brilliant opening last Saturday (30).

"Amourette," Henry Miller (2nd week) (C-\$46-\$330). Period comedy now well received. "Amourette" opened last mid-week; light trade thereafter.

"Double Door," Ritz (3rd week) (D-\$45-\$275). Among new dramatic successes on starting date, first and second week quoted around \$12,000; excellent at scale in this house.

"Heat Lightning," Booth (4th week) (C-\$78-\$330). Slated to slide out this week; advance business failed to improve; maybe \$5,000; "The Green Bay Tree" listed in Oct. 20.

"Hold Your Horse," Winter Garden (2nd week) (M-\$1,498-\$385). Notices not so hot. Working business first week; \$7,000 opening with scale up; on week topped \$34,000.

"Kultur," Mansfield (2nd week) (D-\$10-\$330). Limited appeal probably; first seven performances around \$5,000.

"Men in White," Broadhurst (2nd week) (CD-\$1,118-\$330). Another show which clicked with critics and climbed to capacity Saturday night; gross of \$10,000 indicates strong chance.

"Murder at the Vanities," New Amsterdam (4th week) (R-\$1,717-\$330). Humid weather last week and Yom Kippur may explain sharp drop of strong starting grosses; last week about \$18,000.

"One Sunday Afternoon," 48th St. (34th week) (C-\$95-\$330). After going to new gross mark, dived under \$7,000 last week; however, hold-over turned some profit.

"Sailor Beware," Lyceum (2nd week) (C-\$57-\$330). Looks like first comedy hit; gleeful notices surprised even the sponsors, with box office response. "Sailor Beware" opened Thursday and hit capacity Saturday.

"Undesirable Lady," National. Slated for this week but stays out of town awhile. Chicago Opera Company, Hippodrome; 4th week for pop grand opera.

Hopper's 'Uncle Tom'

Going on Midwest Tour

Chicago, Oct. 2. Harry Hopper sending "Uncle Tom's Cabin" on the road. Headed by DeWolf Hopper. Show opened two weeks ago at the Studebaker theatre, but it's not strong enough to hold. "McFister" replaces for Minton at the Studebaker.

"Tom" opens in Peoria with other midwest dates ready if the show clicks. Show may even go tab for lecture houses, if and when.



NEW
NON-SMARTING
TEARPROOF
Maybelline

Here's what you've been wanting - for off stage beauty and on. A real tearproof eye makeup; one that goes on the first time and that won't run, smear, smart with tears or perspiration. Positively non-smarting! The most popular mascara with the profession. Perfectly harmless. Try the New Maybelline. Black or Brown. 75c at any toilet goods counter.

Maybelline
EYELASH BEAUTIFIER

Hipp Op Still Recording

Profits; \$16,000 Last Wk.

Pop grand opera at the Hippodrome, New York, is in the fourth week of the resumed season. Although somewhat under the pace of the spring engagement, grosses have been profitable. Last week takings were \$16,000.

First three days last week saw a dip, due to a Roman of a People, the Jewish pageant being figured opposition, despite the fact the spec is spotted in the Bronx.

Opera scale continues at \$1.10 top, but the last rows on the lower floor have been reduced.

MURRAY'S FAIR

STARTS ON COAST

Los Angeles, Oct. 2. It looked like Old Home week with three legit open last week and another scheduled to start tonight (Monday), but "Crown of Life" did a dash from the El Capitan last night, so that leaves the regulation three. Piece came in for a run but never got started. Final week was under \$3,500, which means red. Theatre remains closed until Henry Duff reads "The Late Christopher Bean."

"Romance Collect," previously done at the Spotlight workshop theatre, came into the Music Box Monday night on co-op basis. Piece has a lot of heavy, Harris has a good block of 100 seats for his Manhattan party. It's Boston's liveliest premiere in couple of years.

Show has been rehearsing finishing touches here past few days, and other than being perhaps too long, is announced as in apple pie order.

Ina Claire in "Biography" tonight opens the Guild-American Theatre Society subscription season at the Music Box. The show is excellent. Will reopen this evening, with Al Luttrell's National Dramatic Players presenting the Crothers "As You Were," So. Walter Gilbert, a local matinee idol, being leading man.

From Joe Di Pesa's office comes word that tomorrow night (Tuesday) "The Elvish" will present "Windy," new drama by T. P. Tarant, story about radio.

This week marks the real opening, in oldtime style, of local legit season, and the show parade has quite a few other bookings for this month. To the Tremont came the brief word from Arthur J. Beckhard's New York office, that the producer was through in the Boston house for try-outs. Last was Blanche Yurka in Sierra's "Spring in Autumn," which suddenly closed in midweek of the supposed two week run. Beckhard sends word piece will open in Philadelphia, 16th, and will be his first for Broadway showing.

The incoming attractions, "The Pursuit of Happiness" and "Late Christopher Bean," with Pauline Lord, at the Garrick, suffered from a splendid opening, both as to class and gate, but slumped badly Tuesday and Wednesday. After that it built steadily to end of week. Much the same for the Lord show which recouped mostly through Saturday night after-holiday house. Both shows are holding in for second week.

"As Thousands Cheer" held in for three extra days. Monday night was most disappointing, but Tuesday came back and Wednesday night was a sell-out again, although the matinee was also off.

This week's shows are "Her Master's Voice," American Theatre Society subscription play, at the Chestnut, and "Inspector Charlie Chan," relieving the Broad as another indie. Advance for both negligible.

Next Monday the Walnut has "The Curtains Rises" and the Garrick gets a return of "Music in the Air." On the 16th, "The Elvish" is slated to try-out at the Broad. "Biography" comes to the Chestnut and Blanche Yurka in "Spring in Autumn" is the Walnut offering. Forrest will be laid down without the elaborate artifices of the dramatist to keep it alive with imbecile misunderstanding, all of which have been crowned with one simple word of explanation.

The producers withdrew Francesca Bruni from their own "Sunset" (though it is still current) to assume the leading role. It is to be hoped she gets her old job back promptly.

Shows in Rehearsal

"Three And One" (William Harris, Jr.), Hudson.
"The Green Bay Tree" (Jed Harris), Morosco.
"Twelve Drudge" (John Golden), Royale.
"School For Husbands" (Theatre Guild), Guild.
"Virtue On Horseback" (For God and Country) (A. H. Woods), Empire.
"The Curtains Rises" (Green & McCoy), Lyceum.
"Mary of Scotland" (Guild), Alvin.
"Eight Belles" (A. H. Humes), Hudson.
"Give Us This Day" (Curtis & Myers), Vanderbilt.
"10 Minute Alibi" (Crosby Gaige and Shuberts), Selwyn.
"Spring in Autumn" (Arthur Beckhard).
"Ruy Blas" (Walter Hampden), Cort.
"Physically Impossible" (Paul Karkakis), Broad, New York.
"Etienne" (Green & McCoy) (try-out), Jackson Heights.

'CAKE'S' BOSTON

START IN HIGH

Boston, Oct. 2. Premiere tonight of H. Harris' "Em Eat Cake," sequel to "Of Thee I Sing," is sold out solid, and sale for entire 2 1/2 weeks' engagement is heavy. Harris has taken a block of 100 seats for his Manhattan party. It's Boston's liveliest premiere in couple of years.

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Chicago Opening for

Starr-Macloon Piece

Chicago, Oct. 2. New show, out of Germany and called "The Play," is slated to open at the Selwyn within two weeks. In on the deal are Louis Macloon of the west coast and Jane Starr, who is reported the money behind the show, besides the leading role. Macloon has the rights to the play and if the deal goes through for the opening will be in for a slice of the receipts.

David Russell now in town negotiating as business manager for the show. Company of 12 being recruited in New York, but will rehearse here. Show is a comedy with sex angles.

St. Paul Hihat Opera

St. Paul, Oct. 2. St. Paul Civic Opera Ass'n, organized by local socialites, makes its bow with "Samson and Delilah" at the Lyceum auditorium Dec. 8 and 9.

The St. Saens opera will be the first in the ambitious program scheduled for the winter season. Profits accruing from the venture will be turned over to local charities.

Roberson Tulsa Stock

George Roberson players will open shortly in Tulsa, Okla., as a permanent stock for the coming season.

Roberson company has been playing recent shows through the midwest this summer.

'Tom,' 'Widow' Scramming Chicago

For Tours; Pop Opera Top \$19,000

Has House, Plays, Troupe, Angel Bound to Fly In

San Francisco, Oct. 2. Wi. ip Estate has turned over its long-darkened President to the Reginald Rovers Repertory Players.

Travers, who bowed out of it little Nob Hill theatre several months ago, has set a \$1 top for the house is now rehearsing, though without an Uncle to date.

'AH WILDERNESS' BIG IN PTSBG.

Pittsburgh, Oct. 2. Legit season off to flying start at Nixon, with O'Neill's "Ah, Wilderness," gathering in \$1,500. Play under subscription auspices of American Theatre Society, and advance sale a natural impetus, although combination of Cohan and O'Neill likewise brought a big window take.

Notices mixed, with general opinion that piece should get by to nice money in strength of marquee hook-up.

Nixon goes film tonight (2) with roadshow engagement of "Dinner at Eight," for four weeks and possibly three. Next show in sight, "Mary of Scotland," also under A.T.S. banner, week of Oct. 30.

MASQUERS REVEL

(Continued from page 52)

the old man dead. They pick up the play from the death scene, have the four captains carry out the old man's body. Well played and directed, it was the applause hit of the bill, with Kruger making a nice gesture to Marion, now 77 years old, and coming out of retirement only for the Masquers shows.

George S. Kaufman and Howard Dietz, followed with Frank and Ralph Morgan in the cast. Pair carried off the business to perfection. Idea, however, is more on the stage side. Mary Wigman ballet burlesque followed with the usually clumsy efforts of the ladies. Closest was a drill routine by boys from the Warner studio, while Powell warbled "The Road is Open Again."

Few ad-lib laughs in the performance, which was what most of the mob craved at this thing, but the legit chuckles were plentiful. Club broke in its new bar at the level.

Call.

HANDY MAN

Caldwell, N. J., Sept. 30. Comedy in three acts by Tom Powers. Presented by Edward Gardner, the Women's Club, Caldwell, N. J. Staged by Powers. In the cast are Laura Rogers, Richard Courtney, Shirley Booth, John Baugh, Sam Powers, Fray Gilbert, Harriet Russell, Ella Bartram, Carleton Young, Clifford Dunstan.

A field day for Tom Powers, who, playing a garrulous old man, dominates the whole play. His portraiture is authentic and his illumination by many human follies and lovable traits. The play should be seen on Broadway.

For 25 years given up as dead, the old man returns to his family disguised as a gardener and finds that all but his wife have become prey to social ambitions which the money he has left them has engendered, as the baiting of an English butler. But hokum or no, the play with Powers' character is entertaining.

Powers' support was creditable with Carleton Young, looking great as a Russian prince, and Shirley Booth as his wife standing out.

This is Gardner's last production at Caldwell. His productions have been high class, and his new plays have been picked with discernment. But 50c top leaves little for profit.

SAM HARRIS TRIO

"Snake in the Grass," George Kaufman-Alexander Woolcott mystery melo, is due at the Morosco around Nov. 20.

It will make "Am Harris" shows running in New York at that time.

Chicago, Oct. 2. "Uncle Tom's Cabin" scrambled town after two weeks at the Studebaker. Heading through the midwest and tackling the middle-sized town, as best bet, though there is talk of hitting the bigger towns, such as St. Louis.

Another show set to go on the midwest tour is "Her Majesty the Widow," with Pauline Frederick. Comedy closes at the Cort on Oct. 14 after a 16-week stay and all week to profit. Dipped under \$4,000 last week, which gave the show the exit idea.

Latest reports on new shows will bring "The Stocking" to the Shuberts on Nov. 5, with the Grand likely for the show. House now filled by "Dinner at Eight," but should be out by that time. Most of the shows in for the past month, or so are getting ready to scam with the closing of the Fair. Grand opera at the Auditorium has the same idea, clicking nicely now and figuring its closing as of Nov. 1, when the World's Fair closes.

Other shows coming in at the Studebaker, next Monday (Nov. 5) to take the place of the vacating "Tom" show. "Monster" production necessary to make good the stock market on which Minton is now working with Equity. Selwyn likely to get a new German translation called "It Pays to Sin," starring Jane Starr, at the show's back, with Louis Macloon in for a split through his holding the script right.

Estimates for Last Week
"Dangerous Corner," Illinois (D-\$1,335; \$220). Good report, and started nicely at \$6,000, its out of the way spot not so good for the Fair visitors who stick close to the rialto.

"Dinner at Eight," Grand (D-\$1,207; \$275) (16th week). Showing no signs of letup, the cooler weather giving the show impetus when there were indications of slowing down. Clipping above \$15,000 at present pace. Will likely touch the close of the World's Fair.

"Her Majesty the Widow," Cort (C-\$1,276; \$220) (14th week). Goes along until Oct. 14 and then out for a tour around the Midwest. Pauline Frederick is creditable at \$15,000. Chicago. Dipping now and under \$4,000, too close for comfort.

"Monster," Studebaker (D-\$1,250). Opens at the Studebaker with stock company.

"Take a Chance," Erlanger (M-\$1,318; \$275) (13th week). Musical continues along just under capacity and to the end of the season. Olsen and Johnson are keeping this show going as long as possible since their contract with the Swift company for the radio show demands that the team stay in town for at least 13 weeks following their opening on Oct. 6 over the Columbia system. On Fridays, days of air show, musical will not get started until 9:30.

"Uncle Tom's Cabin," Studebaker (D-\$1,260; \$110) (2d and final week). Up slightly last week to \$400, but not enough. On the road and opens in Peoria this week.

Other Attractions
Grand Opera, Auditorium. Still heading the actual legit score. Day about \$1,000 profit from opening week's high mark, doing \$19,000 last week on its buck top scale.

Union Jam Snags Start

Of Shubert, New Haven

New Haven, Oct. 2. Trouble with pit crew threatening to hold up opening of Shubert season here Thursday (5).

Management sought to contract musicians on a pay-when-you-play basis, with the decision to use men for dramatics, and only musicals resting with the house. Pit men couldn't see it that way, claiming it would mean only about four weeks' work for the season, house was put on unfair list.

Matter so far unsettled but indications point to agreement in time for opening.



MGM STUDIOS
CULVER CITY, CALIF.

at 'Adventures of Red Davis.'

'YOSHE KALB'S' CLICK STARTS 2D AVE. CYCLE

Jewish theatrical season opened fairly strong with 11 new shows in Greater New York, of them aping 'Yoshe Kalb,' last season's big Yiddish hit.

'Kalb,' a surprise hit, is a strongly secular play, with yistic background, which cue was taken up by most of the other Yiddish legit producers.

Even the Second Avenue, with musicals, a big seating capacity, to worry about, went Chassidic, though with song and dance injected.

'While plays have done well enough, largely through the theatrical stimulus injected by the same 'Kalb' play, season being expected that the fetich is being overdone, with a possibility of eventually hurting more than the current hypo helps.

Cafe Outlook

(Continued from page 44)

shifts over from Marden's Riviera to the Palais with his dance music. Previously reported as going in were Ted Lewis, Sam Leinhardt, Ben Bernie, et al. Instead, Lombardo is being set for a smart room on the east side under the joint management of Joe Moss and Jacob Amron of the Hollywood restaurant and John (Pavilion Royal) Steinberg.

Latter is currently talking terms with Lombardo and it looks very hot. Idea is to revive the Reisenweber name.

Prohibition Over

Cafe boom, obviously, is predicted not alone on anticipated repeal but a general conclusion around Broadway that prohibition is a dead issue. Selling is wide open. The speaks are ditto. No cards or other to-do. Sole exceptions are those extra snooty spots which want to maintain exclusivity and to keep undesirables out of their establishments.

Milton Berle and Gertrude Neelsen have already started at Vanity Fair, nee Dover club, old-time Clayton, Jackson and Durante haunt on West 51st. Jack Osterman's ill-fated club bearing his name becomes the Club Parer for debut this Friday (6) with Mickey Alpert m.c.'ing the show. Same management, Harry Deitch, who wanted to retain the Club Osterman name, a la the Club Richman, even though the star is absent, but Julius Kendler, attorney for Osterman, currently at the Malibu club, Hollywood, halted that.

Palais Royal will be the first step in the revival of Broadway. Unlike the hard-by Hollywood and Paradise cabaret restaurants with their huge capacities, Marden and Salvin will strive for exclusiveness. Same policy will hold for the resurrected Reisenwebers.

Remote Charges

(Continued from page 44)

gone for the choice hours between seven and nine have found plenty available working on the theory that L. A. is a nine o'clock town anyway.

With the expected heavy fall business stations have been endeavoring to educate the locals that all of the town doesn't go to bed at nine and point to the east to prove that eastern advertisers, more awake than the western brand, utilize late hours and profit.

After nine o'clock, with but few exceptions, every station in the city is either playing records or remoting bands. It's tough on the listeners-in who might be looking for variety or something worth while.

Cheaper Than Recs

Stations have been using remotes as the cheapest way to save pennies. It's been even cheaper than waxing. As worked, the cafe from which the bands are remoted pay the line charges and otherwise it's free all around. One station has been using as high as seven different remotes a night, none of which has cost the stations anything, but the free plugs.

Now that commercial accounts are beginning to encroach on the heretofore considered off-hours plan is to charge any cafe that wants to put a band over the air the same time rates charged for the hour for straight commercials.

Chi Treasurers Elect

Chicago, Oct. 2.

Treasurers and Ticket-Sellers Union elected a new list of officers last week. George Rochford goes in as president, Max Hirsch vice-pres., Al Eckhardt treasurer, and A. C. Filogrosso in as secretary. John Strouth reappointed to his post as business manager. All jobs to hold for two years.

Only post disputed was that of business agent, with Fred D. Kramer running as opposition, but Strouth came through with a lead of eight votes.

ENGAGEMENTS

Helen Claire, Ralph Theodore, Eleanor Phelps, Anne Dere, Zama Cunningham, Joaquin Southern, 'Give Us This Day.'

O. P. Heggie, Leo Carroll, 'Green Bay Tree.'

John Beal, Chas. D. rown, Philip Ober, Don Tompkins, Florence Rice, Frederic Voight, John T. Dwyer, Polly Waters, J. M. Kilne, Clyde Fillmore, Geo. Gilday, Harry Bellaver, Ralph Sanford, Chas. Adler, Helen Buck, Jas. O'Neill, Claire Carroll, John Sole, Andy Anderson, Frances Bradt, 'She Loves Not' (complete cast).

Eleanor Phelps, Us This Day.'

MADY CHRISTIANS' PLAY

'Divine Drudge,' Vicki Baum play, went into rehearsal yesterday (2) for John Golden, with Mady Christians starring. Golden helped rewrite the play with Miss Baum.

Piece was first intended for last season, with Miss Christians, German film star, coming over then, and waiting to date for the play to be ready.

LOBBY-MITTING LOCAL GROUP'S TRADE BUILDER

Ft. Wayne, Oct. 2.

New drama group known as Old Fort Players headed by Herbert Butterfield, former Wright stock actor and director, opened its second season with 'Enter Madame,' showing in three performances to approximately 2,000 persons.

Shows play at 75 cents top or \$3.50 season ticket. Group comprised entirely of locals, has taken over old Majestic, Edith Nickel Bahle, former concert star, and Jane Hopkins, once of 'Able's Irish Rose' cast were the only professionals.

A committee greets patrons in lobby and an atmosphere of light informality is emphasized.

Cohan Bows Out of Race

George M. Cohan has withdrawn his nomination as president of the Catholic Actors Guild. He topped the opposition ticket, with Gerald Griffin running for re-election. With Cohan out, Griffin is sure of election for a third term.

Cohan stated that he would not find time to head any actors' organization at this time, because of his stage work and writing.

TOWN HALL UP IN POLL

Boscobel, Wis., Oct. 2.

A theatre and community center is to be constructed here by the municipality, a bond issue having been favorably acted upon by the city council.

It now will be submitted to voters at a special election.

Worcester's \$3,000,000 Munie Opening Event

Worcester, Oct. 2.

Opening of city's new \$3,000,000 auditorium last week didn't make the niteries and theatres a bit sore. Celebration lasted four days, bringing in thousands from surrounding towns.

Military parade Wednesday night with 5,000 in line drew 100,000 on-lookers to the street. Civilian parade attracted Thursday greatest throng in city's history.

Pageant depicting growth of city from Indian days to present was shown.

Auditorium will take the play away from old Mechanics' Hall, for years the scene of musical festivals and class artists' program

Future Plays

'Black Nero,' by Martin Jones and Pat Hallaran, due to open in Washington Nov. 13. It's in six scenes with a cast of 35. Jones is producing.

'Light Bells,' London dramatic hit, to be done here by A. C. Blumenthal. Now in rehearsal.

'Snake in the Grass,' by George S. Kaufman and Alex Woolcott, to go into rehearsal in about two weeks.

'The World Waits,' Antarctic play by George Hummel, will be the first production at the Little theatre. Frank Merlino fronting.

'Physically Impossible,' by John Leighton, a new-comer, will be presented next Monday (9) at the Broad Street, Newark. Paul Karakis, who is operating the house, will present it.

'YOSHE' MAKING RUN, SHELVES NEW PLAY

'Yoshe Kalb' surprise of the ish legit season.

Having completed a full season's run at the Yiddish Art theatre, play was revived for a two-week spell to start the current season and is doing practically capacity. It for a run.

with Maurice Schwartz starring and producing, did exceptionally fine business in New York last season, topping most Broadway shows though hidden away on Second and managing to get considerable pull from Broadway and other non-Jewish centers.

ing out on the road for the summer, show didn't do so well, flopped in Chicago and some other spots and was pulled. Schwartz and his company sailed for a South American tour.

Schwartz returned only three days before the Yiddish season opening, two weeks ago, so put 'Yoshe' back on for a couple of weeks to allow for warming up a new play. Now it's figured he may not need or have room for the new opus.

An acknowledgment to the executives and personnel of

THE PARAMOUNT NEW YORK

for their courtesy and co-operation during a most pleasant engagement this and last week.

It is gratifying that the receipts were of record proportions due not only to my efforts but also to "Too Much Harmony."

The appreciation of the Paramount audiences was overwhelming, and I sincerely hope I am as well received in my first feature picture for Paramount,—

"WE'RE NOT DRESSING"

•
Appearing nightly at the
Embassy Club, New York
•

Personal Management
LOU IRWIN



ETHEL MERMAN

Scribe Guild Shapi

Newsmen in New York are taking things rather slowly in the formation of their Guild. Met Sunday night (1), but failed to adopt a constitution pronto or to elect officers. One thing they're sure about is that they mean to go ahead, want to be sure they're going the right and don't want to be a union.

Special committee which had been working on a constitution read the proposed charter which was accepted as a report only, with instructions to the lads to work on it some more. Committee was voted powers to enlarge on the document, however. Also the committee was asked to figure some election machinery. Another meeting has been called for Sunday (8) to ratify or amend the constitution and possibly elect officers.

Twenty-six news organizations were represented the Sunday meet, which just about covers the entire New York district. Committee will now attempt to get one man appointed from each New York shop to help on the election thing. Idea being to make sure all shops are represented in desires on this matter.

Allen Raymond is a new addition to the executive committee, replacing Edward Angly of the Herald-Tribune, who quit when leaving the paper last week to join Columbia Broadcasting as a news gatherer. Raymond also of the Herald-Trib. A new member will also be picked to replace Doris Fleeson of the 'News' who resigned because assigned to Washington by her paper. Otherwise the committee continues as is with Heywood Brown, James Kieran ('Times'), Joseph Kelly ('World-Telegram'), Morris Watson ('Associated Press') and Jos. Emery ('Brooklyn Eagle').

Home Guard, Attention

As if there weren't a sufficient number of mags published over here, various British publications are planning to invade the American field. At least two have appointed American sales representatives within the past few weeks, and others reported as about to follow suit.

'The New Age,' the London weekly edited by Arthur Benton, has named Paul E. Henderson as its American representative. Louis Minsky has an appointment in the same capacity for the 'London Jewish Chronicle' and 'London Jewish World,' British Anglo-Jewish newspapers, as well as the annuals issued by the same publishers.

Mary Austin, the famous author, does her own house work. In curl-papers. The other morning, a cub reporter called and asked to see the well-known scribe. He caught her on her knees but not off her poise. She told him to return at six o'clock when Miss Austin would be at home. There, he met the lady, and he kept on kicking himself all through the interview. He was sure he had seen that face somewhere. He just couldn't prod out of his memory where—and when.

Brown Stuck

That rattling thing around town's really getting serious, with offers going back and forth for name writers. Newest is a reported Hearst offer to Heywood Brown which would put the party tactics to rest on the 'New York American'.

Brown's answer was a pretty quick one and showed no hesitation. 'Come around in a year and a half' was the of Brown's remarks. 'I've got a contract with Roy Howard that runs at least that long.'

Jottings on Joyce

Herbert Gorman left Thursday for Europe to complete his biography of James Joyce. Gorman was one of the first of the more important American literary critics to take up the fight for the author of 'Ulysses' on this side and has written several books on the subject.

He will go to Dublin on the present trip for background atmosphere on Ireland's greatest writer.

Maybe Again

Report that George T. Delacorte, Jr., will revive the weekly, 'Manhattan,' which had a brief existence last year, partly confirmed by the statement at the Dell offices that they're not ready to talk about it. Hint that the move is contemplated, at least. Edited by Anthony in the few weeks in which it lasted, 'Manhattan' will likely again come under Anthony's direction if revived.

Best Sellers

Best Sellers for the week ending Sept. 30, as reported by the American News Co., Inc.

'Anthony Adverse' (\$3.00)By Hervey Allen
'The Farm' (\$2.50)By Louis Bromfield
'No Second Spring' (\$2.50)By Janet Beith
'Master of Jaina' (\$2.50)By Mazo de la Roche
'Two Black Sheep' (\$2.50)By Warwick Deering
'Vanessa' (\$2.50)By Hugh Walpole
Fiction	
'Life Begins at Forty' (\$1.50)By Walter B. Winton
'100,000 Guinea Pigs' (\$2.00)Arthur Kallet & F. J. Schlink
'Crime of Cuba' (\$3.00)Carlton Beals
'Marie Antoinette' (\$3.50)Stefan Zweig
'Twenty Years a-Growing' (\$2.50)By Maurice O'Sullivan
'Arches of the Years' (\$2.75)By Halliday Sutherland
Fiction	

ing the Writers

Artists and Writers Dinner Club, organized along the lines of the Actors Dinner Club, announces a series of luncheon discussions to be given every Tuesday, at which prominent speakers will appear. The first meeting at the Four Trees down in the Village, provides one free meal a day to any writer or artist in need, and with winter coming on, the list of applicants is growing longer.

About a hundred of the leading writers and artists are behind the movement to help those who are up against it 'for the sake of it.' Recently, one artist, who had been dispossessed, was found living on top of a roof, under an eave. Edna Ferber and Fannie Hurst offering their studios for benefit teas.

Atonement

Next Simon & Schuster book to come out, due this week, is 'More Power to You' by Professor Walter B. Eskin, which is supposed to preach a doctrine of less smoking and morning exercise for the conservation of energies.

It's not the first book by the Professor that S. & S. have put out. S. & S. sort of like Professor Pitkin. They like him and respect him. Which would seem to indicate something since Professor Pitkin tried to teach them something when the two went to Columbia University not so many years ago. M. Lincoln Schuster feels the only way he can make up for not having been able to absorb the Professor's efforts in school, is to make amends by publishing the professor's books today.

No Begats

University of Chicago Press is reading a new Bible for the third business man. Going to chop the long genealogical sequences, start with the Book of Amos, which was written 400 years before Genesis and otherwise bring the ancient tome down to the understanding and reading time of the third business man.

Each section will be prefaced by comment on the author and the particular period in which he wrote. By no means the first effort to improve the scriptures, but certainly the most drastic. To be bound in red cloth, gold stamped and on sale for two bucks next week (9).

Solid Facts Sell

'A Primer of New Deal,' published in August, by J. George Frederick, is already in its third edition. Due to the stimulation of thinking which the new deal has produced, publishers are not a little surprised at the spurt which is being shown in the sale of books on economics. The astounding thing about the situation is that the larger proportion of sales are in the middle west and places other than New York, significantly pointing to the fact that the west is cutting its eye teeth at last.

Cheap Stars

pulp, hard-hit by the times, are trying out a new stunt. They are buying up the rejected mms. of well-known authors in order to carry names that mean something on their table of contents. They are desperate for material, but a few weeks have seen a whispered telephone campaign in their effort to round up rejected material of third or fourth rate quality simply for the use of the name.

Training Pros

New School of Social Research, conducting in the modern manner, swings into the winter session with a writing course for professionals conducted by Gorham Munson, the critic. Studies in the contemporary dance are being given by Doris Humphrey, who directed the dance numbers for 'Run Little Chillun'.

Smith's Hoss

Richard R. Smith has disposed of his interest in 'The American Spectator' to Catherine McNellis and Hugh Weir, both of the Tower mags. The two, with the five editors of the literary newspaper, including George Jean Nathan, Theodore Dreiser, et al, now form a controlling board of seven.

Smith continuing with the sheet in an editorial advisory capacity, but his major activities centering in the book publishing house of Frederick A. Stokes, which he joined when his firm of Long & Smith developed money trouble. Smith still has pending against him a suit for an interest in 'The American Spectator,' filed against him by the present operators of Long & Smith, who took over the assets of the concern. Claimed by the present Long & Smith people that 'The American Spectator' was at least in part a Long & Smith property.

Catherine McNellis succeeded Smith as the new president of The American Spectator, Inc., and Weir is the new vice-president. Both will continue their association with the Tower mags, of which Weir is the editorial head.

Baseball By-

While the managers, coaches and many of the star players on the New York and Washington clubs, await the current World Series, are experting via the ghost route for newspapers and syndicates, at least one well-known baseball figure has an 'as told to tag' attached to his stuff. He is Walter Johnson, for years crack pitcher and later manager of Washington and now pilot of Cleveland, who is making his observations through William Braucher, Bill Terry and Joe Cronin, leaders of the contending teams, have by-line stories, as has Babe Ruth, long an ace for Christy Walsh. Nick Altrock, clown-coach of Washington, is another by-liner for the series.

Cai in High

Doubleday-Doran will publish 'Fast One,' a first novel by Paul Cain, next month. Novel is a rewrite and buildup on Paramount's 'Gambling Ship,' which Cain wrote two years ago, and was published as a short story in a pulp mag. Cain is the son of the late assistant to Josef Von Sternberg, who deserted pictures to write. Publishing house has taken an option on his second novel, 'Three in the Dark,' also with a gangster background. He was offered a five-novel contract if he would continue to do mystery stories, but turned it down. Cain is at present in Hollywood, but plans to return to France this winter.

Diffusive

With his 'Night Mail' about to be produced as a film, Antoine de Saint-Exupery's 'Southern Mail' is issued by Harrison Smith and Robert Haas. Odd combination of a night mail plane route with a romance running parallel in retrospect along the familiar lines of the Frenchman's 'Wind, Water, Love' interest even into their feature stories. Well written and of interest, but it won't get much play from the rental libraries.

Back to Pulpit

Rev. William H. Traffie, assistant editor of 'The Evangelist,' Catholic weekly of the Albany Diocese, and well known in the newspaper advertising field, has been appointed rector of the Cathedral of the Immaculate Conception in Albany. He has left the newspaper to assume his new duties.

They're After 'Man'

It's now a nose to nose race between Crawford, Harlow and Bennett as to who will play 'Man and Wife,' novel of divorce by Beth Brown. Arthur Landau negotiating.

Dollar Books Duds

A couple of seasons ago, Doubleday Doran had a Big Idea.

They called in their authors, stood them up against the wall, and shot an ultimatum at them. The old contracts were off. They must all sign new contracts, cutting the price to a dollar—and this order went for H. G. Wells and Kathleen Norris, among others. Their argument was that twice as many books would sell at a buck a book.

The other publishers fought this move tooth and nail, predicting that the dollar book would bring about the downfall of publishing. For once they were right in their prediction. Farrar & Rinehart alone fell in behind Doubleday.

The dollar book made its appearance.

The public blinked. It backed away. People who had made a habit of buying books, kept them for their intrinsic value. They were willing to pay the asking price, no matter what, for the book they wanted. As an illustration, they have been paying without a murmur \$3.50 for the current 'Anthony Adverse.'

But this business of a dollar a book made them decide that something must be wrong with the book. It was either the cheap binding or the poor story inside the boards. So they waited. And while they waited they got wise to the fact that if they held out they could buy that dollar book in reprint form for seventy-five cents. The reprints came along and still they waited.

Publishers, growing impatient, began shelving books that did not prove themselves in their first six weeks of life. Remainers flooded the market. This was what the public had been waiting for. Bootleg bookstores came into being. Drug stores with bargain book-racks, and with the open-air pushcarts, books were prostituted for as low as a quarter.

The came in strong.

Sales took a Coney Island roller-coaster low. Publishers had lost their public. They were now selling on an average of one to five copies to the lending library, and the lending library was sending out each book on as many trips as was physically possible. The royalty to the publisher and author being based on the actual sale, made its final nose-dive into the lending library.

The dollar edition lived a brief five months three years ago, and the book business has still to recover from the blow that nearly killed father.

Tired of Adultery

Under the gay man-of-the-world air, Michael Arlen wears in public, is the Arlen who has worked incessantly ever since he was seventeen, and who knows what it means to be poor. Now that his labors are prosperous, he wants to write about world problems. He insists he has made enough out of fashionable adultery to be able to write seriously. It's only recently that he could afford to write such books as 'Man's Mortality.'

Arlen is a fashion-plate. He's the joy of his tailor. His ties and his socks are a symphony. His Rolls is at least six inches longer than any Rolls on the market. Yep.

lood and Nell Glyn

Two new pups of Nickel Publications on the stands Oct. 1. 'Strange Detective Stories' and 'Charm' story Magazine. First is supposed to have more blood and thunder than usual in detective mags and the key to the second is found in the fact that Elmore Glyn (remember her?) has a luv story leading off. Both books 150 pages each, monthly and fifteen cents.

Saga of the Stocks

Arthur Shumway has 'Rehearsal of Love' going through the works of Alfred King. It's the story of the last stand of a small town stock co., done to death by the influence of the talkers.

Described 'Grand Hotel' of the rep. troupers.

Writers Resumes

Th. Writers, Inc., announce October 10 as the date for the first meeting of the season, and the meeting place as usual, the Stein Room over the Blue Ribbon restaurant. Opening session will be devoted to a panoramic survey of markets.

Heavy Stuff

A new book publishing concern specializing in tomes of a scientific nature has been organized by John A. Dondero. Will be issued under the imprint of Scientific Publications. First goes on the presses late this month.

Ring Lardner Gone

Ring Lardner; few ever considered his middle, Wilmer, is gone. It was a heart attack, induced by a nervous breakdown which was formally ascribed as the cause of his death.

It was in 1923 that Lardner was told that he had a tubercular condition and he spent much time in those sections of the country supposedly favorable to those suffering from pulmonary complaints, but all without result. He came home to spend his little remaining time the New York he loved.

Almost to the last he continued his whimsical writings and these gave no evidence of his suffering nor of his realization that the end was so near.

Lardner started as a sports writer, chiefly on baseball, a sport made familiar to literature chiefly through his own magazine articles. It was a natural step to the humorous column on the sports page. It was in this period that Lardner's flair for comic developed, and his early stories about bush leaguers, and other types he met when traveling with the Chicago Cubs, paved the way to a wider field. He had many copyists but stood alone. Many could imitate his style, none reached his ripe sense of humor or depth of feeling.

No generally recognized that Lardner was one of America's foremost short story writers, he being ordinarily accepted as a humorist. But students of literature and critics have long assigned him to an important berth among the important American writers alongside of O. Henry, Sherwood Anderson and, more recently, Ernest Hemingway.

He was the first to take slang into the realms of literature and got it accepted, because his writing was essentially honest and true, while yet of the highest order of humor.

Lardner helped write the stage play from his 'Elmer the Great,' which has been done both as a silent and two talkers, and he collaborated with George Kaufman in the writing of 'June Moon,' musical.

ike Vaudeville

Authors and agents are in a huddle.

If the magazine editors refuse to open the doors to the younger school of writers, and give them the encouragement necessary, at the end of ten years there will be no writers to take the place of those gone.

The year has seen the passing of more than a dozen big names, among them Edgar Wallace, Galsworthy, James Oliver Curwood, Ring Lardner and Van Dyke.

Young writers have been trying to buck the tide, but with editors cold, and the writing game struck two years even before the show business, a great many of them put their pens in the sandbox and write it out into other fields. Cosmopolitan made the candid confession that it has bought nothing other than top-notch names in the past three years. Ditto for the other slick paper magazines. It is only now that the editors are beginning to feel slightly alarmed at the prospect of few top-notchers growing fewer.

Hollywood is making the magazine situation serious. The west has reached out and plucked off the plums. Gene Fowler, Samuel Hoffenstein, John Colton, Johnnie Weaver. The best of them have given up passion for potatoes and sonnet writing for good old steam heat.

Traveled Photog

Jim Abbe, itinerant photographer, is back in New York to make some pictures. Last stop-off place was Moscow so now Jim says he's going to photograph the 'American Revolution.'

Abbe, one of the better photographers, is pretty curly always on the move around the world. He has assignments for pictures from 'Vu' in Paris and similar papers in Berlin, Vienna, Moscow and other spots. His work is actually itinerant journalism, except that he does it with a lens, and he's managed to build himself quite a following abroad.

Gallico's Break

With Westbrook Pegler going over to Scripps-Howard, Paul Gallico-New York Daily News sports columnist, will get the syndication spot on the 'Tribune' Service previously held by Pegler. That means no chess or New York proper except that as of mid-November Pegler will drop out of the 'Evening Post' and go into the 'World Telegram.'

On the Scripps-Howard chain, Pegler will spread from sports beat. (Continued on page 62)

Ward McAllister Revives Glamorous Ghosts of '80s for 'Diamond Jim' Tale

Hollywood, Oct.

His name missing from the public prints for years, and no longer a figure society, Ward McAllister, famed social arbiter of the '80's and originator of the social '400' when he selected the guests for Mrs. August Belmont's party, has been lying in Beverly Hills for the past 10 years.

His only interest today is a waning one in the stock market and a burning desire to attend wrestling matches, which he rarely gratifies. McAllister was unearthed by Mike Immons. Writer was trying to locate some of the intimates of the late Diamond Jim Brady to give him authentic dope on Brady to incorporate in the script he is doing for Paramount, based on the super-salesman's life. Between McAllister and Joe Reilly, Fox studio police chief and former New York copper, who was an intimate of Brady's, Simmons got most of his material.

No longer interested in society, the former mentor of New York's elite is content to take daily motor rides with his son. McAllister is 78 years old.

Few people on the coast know Brady, and they are New Yorkers. Most of those familiar with his name believe his sole interest was diamonds. That he was the first great super-salesman is not generally known. As a seller of railroad equipment he landed some of the largest deals in railroad history, his heyday coinciding with the great transportation expansion in America. Food interested him more than diamonds, than his gems. George Reitor classed Brady as the world's greatest epicure. Possibly after food came Brady's fondness for baubles.

PLAY 'COP AND PICKETS' ALL ALONG MAIN DRAGS

roadway and its environs are thick with sidewalk pickets as an epidemic of strike seems to have struck the town. Dress shops, tailors, furriers, lead in the number of disgruntled workers. Restaurants seem to run a close second.

Between Fifth and Sixth avenues on 57th street there were 12 pickets tramping the pavements and divided between five fashionable shops. There was one-and-a-half cops for every picket.

In the confusion of so many pickets and so many involved firms public must receive a very confused impression of what it's all about. But meanwhile is no complaint to the harmony existing between boss and help.

MARRIAGES

John Medniknow to Gertrude Sher on Sept. 19 in Chicago. Medniknow is manager of the Masters Arts exchange in Chicago.

Evelyn Nair to Fred Waring, Chicago, Sept. 30. Bride played from New York and the bandleader from Los Angeles.

Barbara Smith Levant to Arthur Loew, Glen Cove, L. I., Sept. 23. Groom is the son of the late picture magnate and with the foreign dept. of Metro. Bride is from musical comedy. Second marriage for both.

Lenore C. Bushman to Dr. Webster L. Marxer at Riverside, Calif., Sept. 30. Bride is daughter of Francis X. Bushman.

Nancy Cornelius, actress, to Jerome Saffron, Sept. 30, at Yuma, Ariz. Groom is western division manager for Columbia Pict.

Carolyn Kay Shafer to Frank Edwin Churchill, June 30. Marriage announced with the foreign dept. quiet until explanation of Mrs. Churchill's contract with Walt Disney whose confidential secretary she is. Groom is pianist and composer in pictures and radio.

Anita Barnes to Vic Kropp, at Las Vegas, Nev., Sept. 23. Bride is former Mack Sennett player, and groom is an aviator.

Margaret Perry to wed Winsor Brown French, non-pro, in New York Oct. 7. Eric, who appeared in 'Strictly Dishonorable', is daughter of Mrs. Wheatcroft Freu-aud, professionally known as Antoinette Perry.

Muscle Dancers

Chicago, Oct.

Sally Rand can check off another credit. She's caused a new boom for tattoo workers.

Sallors and mugs are now having fan dancers etched on their muscles. Everytime the muscles are flexed those fans start heaving.

Right and Wrong

(Continued from page 43)

playing, all they knew of what was going on was what they saw before the mike. The speakers' and warblers' lips were moving, but what came out, so it seemed to the mob gathered here, was something strictly private for those who might be tuned in.

Night was hot and sticky, and of ventilation or fans there was none. Heat that the guests had to go through made the beer Ed Wynns' cohorts had on tap a welcome surprise. They could get their soda either across a bar with a bartender or two set just outside the studio, or from waiters serving the score or more tables that cluttered up most of the corridor space. Same dual service applied for the salami or ham sandwiches.

Inside the studio the heat made them also thirsty, and the ladies had no compunction about calling to a friend outside to get a bottle of beer and a sandwich. And there they sat munching on a salami sandwich, taking a nip out of the bottle, and at the same time trying to catch a word or two coming from the direction of the mike.

Even though altogether the 11th floor quarters could be considered capacity with 500 persons, and that would be crowding them, the ABE majordomos must have sent out 5,000 invitations, and at the height of the evening, around 9 o'clock, it looked as if every one of the 5,000 had brought a customer plus part. It was a curious crosssection of the New York citizenry that these invitations brought. There were evening gowns and starched white fronts galore. Also among the milling mass were other elements who made an odd sight for first-nighter occasions. Bedlam was upstairs, plus beer and salami sandwiches, while downstairs some more bedlam, created by another mob of invitees intent upon getting up to the beer and the salami sandwiches. Both the beer and the sandwiches held out until late in the evening, so that the ABE bunch couldn't have gotten it wrong at least in this estimate.

What made it still a little tougher for comfort was the elevator service. Two of them suddenly went out of commission. Going up was not the only travail. Leaving was a struggle. To avoid the press around the elevators' ground floor entrance the guests departing had to get off at the second floor and finish the trip by way of the staircase.

Wynn Wasn't There
Ed Wynn, the ABE president, was not on hand for the unweaving shindig. A picture contract kept him out on the west coast, but his associates said it diverting enough. Oto Gygi, ex flash act producer and vaudeville, now the Amalgamated's first v.p., did much of the m.c'ing for the good wishing speakers, who ranged from Curtis Dal, its chairman of the ABE board, down to Gene Buck, rep for the American Society of Composers, Authors and Publishers.

Away from the mike Gygi's evening was marked by a run-in with Ben Gross, radio ed of the N. Y. 'Daily News'. Gross explained on his arrival at the scene to one of the ABE's p.a.'s that his one act set couldn't bring in clearly WENX, the ABE's New York key, and asked that he be permitted to listen in on one of the executive office acts so that he could write a piece about the broadcast. When this request was passed on to Gygi the Amalgamated v.p. declared that he didn't want to get around. Gross took the issue to bat with Gygi direct and during the crossfire the ex flash producer vouchsafed that he wasn't interested in what the 'News' had to say about his network. Where he was seeking to garner attention, Gygi in-

Sinful Worcester

Worcester, Oct.

Owners of more than one spot here are uneasy since a state representative charged last week that conditions in Worcester 3.2 emporiums were 'shocking'. The solon, who preaches the gospel when not legislating, had a special committee do a bit of snooping, and the group's report said that 14-year-old girls had been seen under the influence and that in one instance a femme was parading around virtually in the altogether, looking for a shoe shine. Local authorities he asked for specific instances promising co-operation if charges are substantiated. Hearing has been set for Thursday at state house, and, if the legislator can back up his charges, chances are that ax will fall in several places.

Takes a Suit To Give Olympic Million Profit

Hollywood, Oct. 2.

It leaked out that the Olympic Games of last year here made a profit of \$1,200,000 when the American Olympic Association of New York tried to horn in on the profit, claiming that whatever surplus existed should be used for the preparation of the next Olympic Games. Profit came to light when the eastern organization started suit against the Tenth Olympiad Committee seeking to block the retirement of the \$1,000,000 Olympic Games bond issue voted by California taxpayers from the \$1,200,000 profit.

Local Olympic Committee had been a tight-mouthed organization before and during the games and refused to announce the total take of the games to anyone, including the press, which waited for days during the games of the rough treatment accorded the press writers.

Case was submitted to Superior Court Judge Leon Frankfurter, who ruled that it should be submitted in written brief within 20 days by the plaintiff with the defendants given 20 days to reply. After that period all parties will have 30 days to file their closing arguments.

Expo's \$22,000,000

(Continued from page 1)

change pop and ham sandwiches. Itel company, operating Old Heidelberg and one other stand, runs second in the feed list at receipts of \$395,890.36.

Fabst Blue Ribbon Casino, headed by the biggest single name in the fair, Ben Bernie band, has grossed up \$757,310.25. Here the great majority of the biz is night trade for the Bernie mob, afternoons falling away.

Other eatery grosses run in this manner: Muller Enterprises, which takes in the Muller-Pabst Cafe, Schlitz Garden, \$556,223.03; Victor Vienna Cafe, \$241,423.53; citrus fruit stands, \$222,900; pop-corn concession, \$201,052.94; Eitel Cafeteria, \$200,118; Cafe d'Alex, \$194,328; High Life Fish Bar, \$184,082.86; doughnut machine took \$186,793; coca-cola gulped \$182,655.80; root beer concession totaled \$178,123.88; ice cream stands, \$171,797.47; frozen custard, backed by Ted Weems of orchestra notes, managed to garner \$163,420.05; Thompson's restaurant has taken \$142,501.43; Italian restaurants, \$148,858.65; and the Triangle restaurants, \$139,732.51.

Sky Ride, which cost over \$1,500,000, doesn't look like it will pay off, though it has topped all amusement concessions so far with \$602,537.68. Laguna boats have \$235,610.13; Enchanted Island, \$226,677.38; Cyclone Racer, \$150,260.49; and the Flying Turns has \$139,958.37.

formed Gross, was the N. Y. 'Times'. When Gross reported these remarks back to the highers-up on the paper the order was given that both the Amalgamated and WENX were henceforth on the 'S.O.B.' list.

Other Wynn associates have since been trying to square the matter with the 'News'.

The 'Times' gave formal recording of the inaugural event to the extent of 13 lines.

Leggers Fizzle Out, Bargain Booze Stocks as Competish Wipes Profits

Did You Know That—

Mrs. Eddie Robinson gave a cocktail tea in honor of Emil Ludvig the other day at the Biltmore. The John Hundleys will be filling that bassinet very soon. Carmel Myers is making an extended New York visit to study vocal. They say Mrs. Franklin D. Roosevelt was the guest of Jean Dixon in Skowhegan, this summer. Bobbie Perkins follows in the footsteps of her sister, Grace, with that new short story. Grace Menken has acquired an interest in the 'Lucinda' shop. Barbara Newberry is being winged and dined in Paris. Corinne Griffith, lunching at Sardi's with Louis Shurr, looked lovely in a light tweed costume. Mrs. William Morris has planted a grove of pine trees in Saranac Lake in memory of her husband. Lillian Roth wore a smart brown wool and satin frock and brown accessories at the preview of 'Footlight Parade'. And Ruby Keeler looked cunning in a simple little sport suit. Jane Ace and Portland Hoffa are still taking those sun baths every day. A well known ingenue is having a meal with one of the local specialists. That was a stunning brown polka dot gown that Margaret Livingston Whiteman wore at her husband's broadcast, the other night.

Outstanding Programs

(Continued from page 40)

Thompson). Second hour, Blue Monday Jamboree. Stars of West, KGO, 8:30-9 p.m., music show with Mary Wood, Irving Kennedy, Acme Quartet, Emil Polak and Meredith Willson's Orch. (Acme Beer) (Emil Brischacher). Tin & Irene's Show, KGO, 8:45-10 p.m., with Tim Ryan and George (Wesson Oil) (Fitzgerald, New Orleans). Waltz Time, KPO, 9:30-10 p.m., Ben Klassen, tenor, with Meredith Willson Orch.

TUESDAY (OCT. 10)
Memory Lane, KGO, 8:15-8:45 p.m., drama by and with Ted Maxwell, Billy Pagem, Ellen Piggett. (General Petroleum) (Smith & Drumm).

WEDNESDAY (OCT. 11)
Souvenirs of Italy, KYA, 8-9 p.m. Native musical program, sponsored by local Italian family. One Man's Family, KGO, 8:30-9 p.m., with Tim Ryan and George (Wesson Oil) (Fitzgerald, New Orleans). Waltz Time, KPO, 9:30-10 p.m., Ben Klassen, tenor, with Meredith Willson Orch.

THURSDAY (OCT. 12)
Standard Symphony Hour, KGO, 8:15-9:15 p.m., Alfred Hertz, conducting. (Standard Oil) (McCann Erickson). Eorden Capers, KTAE, 7-9 p.m. Variety show. (Borden Milk) (McCann-Erickson).

IDAY (OCT. 13)
Feminine Fancies, KFRC, 8-4 p.m. Musical show with Ed Fitzgerald, Claude Sweeten's orch, guest vocalists. Eddie Peabody, KGO, 7:30-8 p.m. Entertainment with orchestra and vocalists. (Safetyway Stores) (Botsford, Constantine, Gardner).

SATURDAY (OCT. 14)
Carefree Carnival, KPO, 8:30-9:30 p.m. Variety show, with Tim Ryan and Irene Nobilette, Tommy Harris, Mary Wood, Irving Kennedy, Doris Quartet, Ned Tollinger, Cynthia, Meredith Willson's Orch., Marshall's Mavericks.

BIRTHS

Mr. and Mrs. Leslie Atlas, a daughter, in Chicago on Sept. 26. Father is vice-president of Columbia Broadcasting System and head of WBEM, Chicago.

Mr. and Mrs. William Wallace, daughter, at Benedict hospital, Sept. 27. Father is a cameraman at Fox studio.

Mr. and Mrs. Hart Jenks, Omaha, son, Robert Lefoy, Sept. 22. Father is studio director KOIL and legit player. Mother is former Ruth Edwards, Fritz Leiber ingenue.

Hollywood,

Bootleggers who h and for picture stars for the 10 years are beginning to give up the ghost. Too much opposition from legit drugstores, now that the prohibition laws suffered laidown, and with practically every cafe in town presenting customers, with beverage lists before menus, is forcing the booties to get rid what stock they have on hand whatever they can get.

One star, approached by the ace studio leggers last week, bought 10 cases of Scotch which had previously sold for \$70, for \$30 per. Legger claimed that he had to have the money and was ready to call it quits as soon as he had unloaded present stock.

Cordial shops have shut up faster than Philadelphia saloons on Saturday night. There are five left in Hollywood where 40 formerly flourished. Home brewing is out, with beer legalized, and hard liquor is too easy to get for the undercover stores to exist.

Drug stores are soliciting the picture mob, offering good liquor at prices the bootleggers can't touch. Wine drinking has increased 300% since purchasers are now more or less sure of the labels on the bottles. Drug stores in Beverly Hills are selling three times more wine than hard stuff. Town has experienced its first shortage of champagne.

Though beer blew up as a pop beverage about two weeks after it was legalized, it is staging a comeback, with most of the brewers now boosting the alcoholic contents to the limit. Coast importation of beer from Japan, which flooded this section several months ago, has been shut off, with no one going for the sweet rice lager. Same for Canadian and Mexican brews which were popular at first but now give way to domestic beer.

WESTERN R.R. LINES TO CUT COST AND TIME

Reduction to 2c a mile on all railroads between Chicago and Los Angeles goes into effect next month. Present rate is 3c a mile. In addition, the present Pullman 50% surcharges will be eliminated.

At the same time 'The Chief', Sam Fox, chief train and the most mostly patronized by show people, cuts eight hours off its Chicago-Hollywood, both ways, and goes on a 50-hour schedule. Airplane competition the change.

Racoon Raw Raws Get Into Step With Times

Iowa City, Ia., Oct. 2. Frat men at the U of Iowa will no longer sport the traditional mark of the scholar—the coon skin coat. It is passe, having gone into the discard with the vanishing shekel.

Economies are the order of the day with frats throwing open their doors to the light of day. Where in 1930 it cost the sum of \$53 a month on an average house bill, studies now can make the grade for around \$35. This cost is only slightly higher than living in a dorm, or a private home.

Another factor in the trend is the fact that while there are parties, they are staged on a smaller and less elaborate scale.

Slough Border Bawdies

Mexico City, Oct. 2,

Under pain of heavy fines and long imprisonment for both performers and proprietors—the municipal government of Ciudad Juarez, a Mexican good time charley resort across from El Paso, Tex., has just put ban on dances featuring nude women in two cabs, 'El Molino Rojo' and 'El Trebol,' operated by foreigners. Explained action was taken on orders from federal officials in Mexico City who received complaints.

East

Ethel Barrymore Colt fined a sawbuck in White Plains court Thursday, 28. Only going 50 miles an hour, but the limit is 35.

Topping the ball fiddle loser, Al-ber Kelly, of Brooklyn, not only mislaid his automobile but his best girl. Reported his loss to the cops who gathered in the White Plains drive, she had waited more than two hours in the parked boat.

Wreckers spoil the Monroe picture, "Nine Lives." Alleged that Wednesday night (27). Bound the night watchman, then destroyed screen apparatus and seats. Paraling the Brooklyn drive, he did the deed of last week in which the watchman was killed. Damaged to the extent of \$4,000. Labor troubles over projects.

Eugene O'Neill announces he's working on a play on the early California gold rush days. It will be several weeks in the air. For it's to run serially for four nights.

Vivian Hart, asking \$25,000 from the Lobs. Alleged that the freckle remover scarred her neck and shoulders. Once awarded \$100,000 on the same charge, but verdict was set aside by higher court.

Fannie Brice gets the contract for the new "Follies." Wedding of Thelma Swirsky, dancer, to Frederick G. Fischer, halted when his family obtained his commitment on lunacy charges and puts him in Bloomingdale. He was taken there Tuesday (27) and his friends charge the commitment papers were not issued until the following day.

Tamara Greta out of dance direction of "Gowns by Roberta" to rehearse for "The Divine Drudge," in which she'll have a dramatic part. Surrogate, a white-belly couple, administration to Herman Liveright, son of deceased publisher, who died intestate. No real property and personal assets.

Sidney Franklin, bullfighter from Brooklyn, in a Barcelona hospital for an old gore wound received three years ago. He is now in "Eight Belles" into the Hudson around Oct. 23. English hit.

"Monica" gets a degree. Now it's "Doctor Monica." Two-thirds of cast engaged, Nazimova and Beatrice De Neergaard. One to fill. Forget "For God and Country." It's "Virtue on Horseback."

Divorce case of Helen Vogel Stern against Allison L. S. Stern motivated by the showing of 16 mm. motion pictures showing him peaceful Mrs. Stern's life was before Mrs. Ruth Erlanger Nathan pulled out Allison's shirt tail on a dance floor. This, Mrs. Stern claims was the start of the triangle.

Robert Elliott Burns, escaped Georgia convict, who was taken back after Warners' produced his "I Am a Fugitive From a Chain Gang," asking for a pardon, which was refused.

Broadway theatre, dark for some time, leased to Stanley W. Lawton, who is operating the Cohan on a cheap grind plot. Will follow the same scheme at the second spot, using double bills.

Tuesday (26) Earl Carroll caused the arrest of Walter Carroll, press, and Frederick Marshall, business agent of the United Scenic Artists on a charge of conspiracy growing out of the controversy over the scenery for "The Vanities." Case will come up Oct. 10.

Eugene Coossens, of Cincinnati orch. back home with the score of a new opus, his m. Arnold Bennett wrote the libretto. The story of "Don Juan."

Louis K. Neu, Georgia crooner, taken from Paterson, N. J. last week to New Orleans, where he will answer to the charge of killing.

New York Theatres

WED. TO FRI. OCT. 4-6
81ST ST. ONWAY
86TH ST. AT LEX. AVE.

"WHAT PRICE INNOCENCE?"
Also at 86th St.
I Am a Fugitive From a Chain Gang

LOEWS
On Screen
MARLENE DIETRICH
"THE SONG OF SONGS"

On Screen
"STAGE MOTHER"
with Alice Brady

On Screen
"STAGE MOTHER"
with Alice Brady

On Screen
"STAGE MOTHER"
with Alice Brady

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.

Sheffield Clark, of Nashville. If he is not so convicted, he returned to New Jersey to stand trial for the murder of Lawrence N. Shead, Paterson theatre manager.

George Hoffman and Arnold Van Leer testified last week in the divorce suit Mrs. Jack Hess against the press agent. She was ill, so they said they went and got an eye of a girl in his room in black lace teddies. Decision reserved.

George Buchanan Pike, old "World" man and latterly a free-lance, tells court he owes \$1,500, but added hopefully he has \$2 with which to help pay it.

Fox Films engages Suzanne Kaaren, who was athletic champ while at Hunter college not so long ago. Since then she's been with the Hedgerow theatre.

Adeleide Hain, who has revue star, caused arrest of Lawrence P. Minney, charging she gave him \$2,000 with which to buy a parcel of real estate in Larchmont. Alleges she never received a deed or return of the cash.

Ted Healy's former wife, Betty, in a Bridgeport court about a \$5,000 note she didn't pay. Secured by some property at Danbury and his friends charge the commitment papers were not issued until the following day.

Theresa Helburn to direct "Mary of Scotland" for the Guild.

Musicians' Emergency Aid asking for help.

J. Shubert, a white-belly couple, administration to Herman Liveright, son of deceased publisher, who died intestate. No real property and personal assets.

Charles Weisbecker, 2nd, strips the flat of his wife, who is out of the furnishings of one room. She is the former Elsie Hamilton, show-girl.

Booming the Chrysler tower with an offer of prizes for best photos made from that building.

Primo Carnera, sailing Saturday (30), boarded the Cos. di S. in mid-ocean to evade process servers waiting on the dock.

Globe theatre, B-way house playing revivals, stench bombed Saturday (26). Management started to return coin to some 200 patrons, but police needed to hold mob in line.

House denies labor trouble, but this is the first time a demonstration.

Exhibitors at the radio show report about \$1,500,000 worth of business done. Mostly low priced sets.

Danbury (Conn.) fair advertised in N. Y. papers to make business.

Gasoline tank exploded at the Trenton state fair Saturday (30) injuring 28, including 18 firemen and five employees. Gas supply for an amusement ride. No fatalities, but many badly burned by the spraying fluid.

Frances Creel, daughter of Blanche Bates Creel, hopped to San Francisco, where her dad's NRA administrator. She'll be back when "Joe" goes to rehearsal.

Tallulah Bankhead's sister, Eugenia, changes her mind about that seventh marriage and tears up the London territory for the French and Philip Merivale hops from Hollywood to play the male lead in "Mary of Scotland" for the Guild.

Newest drive is by the Spanish Wine Institute to offset French and German efforts. Spent \$700 for telephone directories for addresses.

Washington takes action on complaint of Indiana state police regarding a CBS broadcast from WIND, Gary, regarding a fictitious fight between police and escaped convicts.

Operators of Linden (N. J.) dog track held on charges of alleged gambling, dismissed by judge, who finds charges not proven.

Jam over commission on radio engagement of Gertrude M. Corbin breaks up the law firm of Paley & Martin, his counsel. Guy Martin filed suit in the Supreme court Friday (29) to restrain Herman Fair from disposing of any of the assets

of the partnership. Alleges Paley claimed the full commission and demanded that the firm be dissolved.

Francine Larrimore off the boat Friday. Tells ship reporters she saw several good guys abroad.

Sally Blane and Leslie Banks on the same ship.

Eleanor Fitzgerald to be g.m. for productions at Little theatre this season.

Deiman & Locke productions fussing over a "Revels." Maybe Lida Gray and Olive Borden. Ben Oakland and Jimmie Drydenforth working on the book.

One press announcement says "Undesirable Woman" is postponed to Oct. 10. Theatricals in not ready. Another had it that it's the play that needs conditioning.

Patricia Bowman to quit Radio City. "Hail for the Allies." Sylvia Sidney has a second theatre operation on her return home. Expects to go to coast shortly.

Young Stripling loses his left foot in a crash near Macon, Ga. Possibly fatal injuries.

Prince Serge Midvanni cites in L. A. court in answer to wife, Mary McCormick, that she met Samuel Insull, secretly, several times in 1931-32. She's seeking separate maintenance.

Mrs. Cullen Landis, actor's wife, freed in Hollywood court on charge of reckless driving.

Hoot Gibson told a L. A. Superior court judge that he had 95c, but owed about \$200.

As a result of an auto accident, Mildred Lehman, 16, actress, is prohibited from driving a car for five years by juvenile Judge Pratt's ruling in L. A.

Mrs. Richard Dix gets custody of her 10-month-old daughter after Mexican divorce from the actor.

Rita La Roy has separated in L. A. from her husband, Ben Hershey, artist's agent.

Valerie Buck, former Hollywood actress, has received \$10,000 in damages from Herbert Pagel, as a result of injuries received in an auto accident.

Superior Judge Roth has ruled Alan Dinehart, actor, must answer the \$250,000 breach of promise suit of Betty Page, actress.

Carolyn Jones, actress, damaged by fire to extent of \$15,000. Owned by WC-Hollywood Co.

Divorce papers against Max Baer have been filed in Mexico by Dorothy Dunbar, actress.

Delinquent May I coupons on Alexander Pantages and Lois Pantages first mortgage 6% bonds are being paid, broken unannounced.

Richard L. Woods, 16, son of Harry Woods, actor, burned when he tossed a match into gas soaked car.

John Huston, son of Walter Huston, absolved of blame in connection with death of Tosca Roulien, 23, in a Hollywood traffic accident.

Chicago

Peter A. Cavallo, president of the Commercial Broadcasting Service agency in Chicago, was held by police last week after woman had been struck and fatally injured by an auto.

Leonard Leon was last week cleared of charges of disorderly conduct and carrying a concealed weapon, but still must go to trial for assault on Rusty Nixon, flower girl at a World's Fair cabaret.

Carl Fennell, suing her picture operator husband, Milton Perlman, for separate maintenance in Chicago. Married in 1928. Protected over small allowance for herself and her two children.

Emmett Quinn, steward of the Operators' Union in Chicago, was freed last week of charges of assault against Clyde Osterberg, operator.

Mary McCormick wired her attorneys on the coast to be ready to file a cross-bill as soon as Prince Serge Midvanni's bill for divorce is on the Los Angeles record.

William Hogan, unemployed stagehand, last week shot Frank Olsen, secretary of the Chicago Theatrical Protective Union, and then shot himself. Hogan declared he shot Olsen because he wanted to see a new man in the secretary's place. Both will probably recover.

S. S. Millard, former owner of the Los Angeles Mirror, is the World's Fair, has filed suit to gain possession again, naming as defendants the Fair Abc Raynor, present operator of the show, and Charles Seymour, president of the

construction company. Accusing officials and Seymour of conspiracy, Millard also charges he was slugged by Raynor and Seymour.

Beatrice Blinn Wilbur, legit actress, last week garnished salary of her husband, Crane Wilbur, who is appearing in "Dinner at Eight" in the loop. Petition set forth Mrs. Wilbur had a judgment for \$1,742 against Wilbur in Nov. 1932, under a separation agreement.

Connie Beaver and Marguerite Izarn, pianists, are the two old, set regular features over WOWO, Fort Wayne.

Maure Neumann, formerly of WOWO, Fort Wayne, now gaining large fan mail over WLW, Cincinnati.

Sally Rand and Sam Balkin, operator of the Paramount cafe, dropped complaints against each other and case was dismissed. Suit started two weeks ago over mutual socks on a salary disagreement.

Rosita Carmen, fan dancer in Chi, received a postponement of her case until Oct. 13. Charged with indecent exposure.

Harold Rand, brother of Sally Rand, and her colored maid, Mattie Wheeler, charged with resisting an officer, resulting from their attempt to block the arrest of the dancer at the Chicago theatre, drew a postponement of their case until Oct. 15.

Directors of the Streets of Paris concession at the World's Fair filed a protest last week after the Renaissance club in the concession was raided and a slot machine confiscated.

Producers' Idea
(Continued from page 4)

go to the five biggest companies with triple interests. They are Paramount, Warners, RKO, Metro, and Fox.

The remainder of the Hays member companies should be virtually cloaked with independents as to voice in such a set-up, it is authoritatively reported from the Haysian meetings.

It was this same group of five which split with such other Hays companies as Columbia, United Artists, Universal, Goldwyn and Twentieth Century last week over what was described, on Monday, by several of the company conferees, as 'too much of a mess to attempt to describe'.

In a nutshell, one of the major reasons for the break was, that regardless of star rating and all its accoutrements, those who have the stars want to keep them sewed up until the end and those who haven't want them as soon as they can be made available.

In the event that the triple administrative network, especially the grievance department, doesn't get far in Washington, Haystays are willing that double features, forcing shorts with features and even score charges be omitted from mention in any code. They concede that such omission will enable them to continue the practices but point out that if it is carried to excess it may be subject to investigation by amelioration committees.

On the matter of standardizing high salaries, that's fairly certain to remain dead.

Radio Chatter
(Continued from page 41)

The two Charlies are also fishing partners.

Bob Redd of KGW, Portland, got a well deserved break. Now with the dramatic dept. of NBC at S. F. Bob was one of the burly boys who made good on the other.

Carey Jennings, alias 'Bill', won the combination sales management job of KGW, Portland, and is just back from a business trip to Seattle, where his units have a tie-up with KOMO.

Montag Fireside Hour signed up a new star in a new contract ended with KGW, Portland.

New stations taking the Chandu discs are KXA, Seattle; KWWJ, Portland; KORE, Eugene, Ore.; and KMD, Medford, Ore.

Tom-Denton now advertising manager for a laundry concern. Was formerly with advertising department of KGW, Portland.

Eugenia Wills, who was appearing in sweetheart program over KTAR, Phoenix, not doing anything new.

Richard Heath, advertising manager for KTAR, Phoenix, was one of the organizers of the NRA Victory parade.

Sud Rule has finally placed a skit

on the air. It is called "Bud and Bob." Bernice Altstock finally left Phoenix and is free-lancing in southern California studios—film and radio.

Mid-West

Akron Beacon Journal is creating much interest with its newest radio tie-up with WADC here titled "Voice Behind the News."

Ben Bud, most recent addition to the staff of WBW, the Capper Publications station, Toledo, comes from Des Moines, Ia., where he was associated with the Coolidge Advertising Co. Prior to that time, he was merchandising director at an Omaha radio station.

W. F. Copeland, for two years manager station WHBC, Canton, Ohio, is now identified with station WICC, Bridgeport, Conn.

Samson starts to rate a commenda soon over WADC. Akron. Program is about set.

Riley Miner now doing flashers for WHBC, Canton, former Canton and Marion, newspaper man.

Lenny Johnson's band, due back at the Mayflower hotel, Akron, soon, will have a regular spot again on WADC, Akron.

Don Cordray is handling the major announcing assignments at WHBC, Canton.

Lee Goldsmith back at WCKY, Covington, Ky., in charge of new ideas and creation of program department; Don Winget now supervising efforts for studio programs at this station.

Crosley Radio Corp., Cincy, which operates WLW and WSAI and also manufacturing plant, has received more help and output in latter department by 50%; 2,100 on payroll and daily output of 3,000 sets, with production 12 days behind order.

WPBE, Cincy, airing home football games of U. of C., with Harry Hartman, station's sports anchor, and Jack Linnekin, ex-grid star, at school, at times; these broadcasts in third season. St. Xavier, only other college in Cincinnati, does not etherize its pigskin.

Red Davis series sponsored by Beech-Nut Packing Co. on regular NBC-WJZ net is handled via electric transmission from Cincinnati, due to schedule difficulties; later on the mechanicals will be supplanted by a 'flesh' cast from Crosely talent.

Don Hoge, formerly with WCAH, Columbus, O., is now announcing for WSAI, Cincy.

Dr. Glenn Adams has started his radio consultancy with WCAH, Cincy, on WLW, Cincy; he's a physician and not a veterinarian.

Walter Vogt is added to the combined staff of KOIL-KFAB. Vogt came from Abilene, Kansas, and was before that in Lincoln KFAB studio.

Wicks will represent KOIL-KFAB-KFOR at N.A.B. convention at White Sulphur Springs.

Harry Burke will fill John Gillin's shoes while Gillin is departed to White Sulphur Springs.

Ed. Burdick and his Morning Health club comes from KOIL to broadcast his daily dozen twice every morning, WOW, Omaha.

South

Following his appointment by Columbia News Service, Neal Barrett of Oklahoma City's KOMA, started flashes on the Urchel trial. Besides supplying CBS, Barrett also informs Edwin C. Hill.

George S. Brown, two years announcer for the Phillips 66 program and until recently KOMA, Oklahoma City, mike man, has chucked the biz for a spot with his brother, in the John Hogan Adv. Co., Kansas City.

Recent ruling in Six Football against broadcasting of games knocked juicy contract for KOMA, Oklahoma City. WJZ, Oklahoma City, has been sponsored by a big public utility.

This spot will now be filled with Columbia game broadcasts, taking air play and subsequent publicity from local contests.

Bob Graham, Oklahoma Legislature big-wig and author of state's beer bill, secured by KOMA to do a night's work from the Urschel kidnapping trial proceedings.

E. C. Sutton, until this week an advertising writer, replaces Paul Kennedy as continuity and publicity man for WJZ, Oklahoma City, NBC relay. Kennedy after two years in studio goes back to reporter's desk with the Oklahomaan.

LeRoy Everett, WBT program director and former football star at the University of North Carolina, doing football program Monday, Wednesday and Friday nights at 10:45.

Letters last week from Gronland, Molting, Sweden and from Temuka, South Island, New Zealand, saying WBT, Charlotte, heard there. First such letters from these countries.

Thomas Boone, Jr., of Burlington, N. C., has received amateur license from FRC and call letters W4COO for the next three years.

Mexico City

By D. L. Grahame

Government finds that Mexico's foreign commerce is all in favor of Mexico.

Stage shows out for all of the first line cinemas and most of the nabes. No worth a double and over-head, the managers aver.

Inflation flat dropped dollar two points on this market. Current rate is 3.52 pesos per dollar against 3.54 which obtained for months. Normal ratio two for one.

Jose Bohr, Argentine comic who has played in several Hollywood Spanish talkers, is now dividing his working time between radio and an act in a revue house.

David Liseng, star matador, is up for beating up the aged doorman of a local revue house, who sought to prevent him watching show from the wings.

Two-femina comedians have started their season. One of them made her 1933 debut in the ring at Nuevo Laredo, across the way from Texas, didn't kill the bull, but got a big hand.

Government has acted to prevent sales here of tickets for the Irish Sweepstake and other foreign Spanish tickets, claiming that they offer too much competition for Mexican lotteries.

City has a Xenophon's Army converting streets in boulevards, paving thoroughfares, and otherwise beautifying the metropolis. Employment of these 10,500 men has reduced the local jobless army.

Talk of importing big spectacular foreign acts such as Ice and regular ballets during this winter.

Charlotte, German femme skater, and her unit, will give here a decade ago, playing four solid months to top biz.

Montreal

Bob Granberry orch at Silver

Loew's prices to 65c top for vaude presentation.

Eddie Sanborn and orch due back Loew's mid-October.

E. M. Garfield, manager Rialto, asked to run as alderman for ward. Chateau Frontenac, Quebec City, putting in 'Chauve Souris' show shortly.

September trouble with operators, endemic every year, did not materialize.

John Murray Gibson awarded \$500 prize for comedy and the Lyrics recently published.

Taxing U. S. motor tourists with radio attachments is latest gag for picking up a little change.

L. A. Gavril and Hector Dutrisac team up at His Majesty's on imported French comedy company.

Nick Kerry, town's smartest b.o. man, to handle cash for Montreal Theatre League at His Majesty's.

Canadian Broadcasting Commission talks opening new \$120,000 station and is rapped in local press.

Hector Charlesworth explains.

Phil Maurin, cabaret operator, fifth year as cabaret operator with new floor show which motor accident en route from New York, failed to hold up.

Walkathon here in tenth week railed by college boys and show wrecked Wednesday (27). Performers brought back after raid and grind goes on.

Big three six houses, Palace, Capitol, Loew's, organize 'Greater Show' radio exploitation. Jay Van Luell doing script and Canadian Broadcasting company on production.

Cincinnati

By Joe Kollins

Fred Toy angling a big '23, guesting job.

George Brown and Harold Eckard in Shubert b.o.

Earl Windol made director of RKO poster staff.

First legit looking for Shubert is 'Biography', Nov. 2-4.

Radio schedules not in 'Three-Star' news index.

Billie Leonard, here in 'Strike Me Pink' tab, sang with Albee last season.

Limited press passes only at Palace for smallie musicals and heavy-dough names with vaude.

Tom Davis, who left the Libson's managerial staff for a Kentucky farm, in for a daylight visit.

Buddy Whitrop got rid of his old razor blades at Mammoth Cave, where the misus motus madman.

Cine Male in 'Witz Time' pic is a local gal; Janet Flynn before she was sent Paris by Albertina Rasch.

Lee Evans up from financial to e. of 'Enquirer', replacing Charlie Booklet, new Cincy postmaster appointee.

Charles Harrison, who was a first loopy in the A. Z. F. lamped in 'Hunch' Stallings' 'The First World War'.

Mme. Zarl, a tea-cup reader in gypsy garb, heaving afternoon biz at a downtown shop for a day.

Traditional beer-and-coffee burg; her leaf-sediment act is on the house.

Hollywood

At Boasberg building new home at Westwood.

Carole Lombard goes into her new house this week.

Lew Clayton quit golf because it is too easy for him.

Three new night spots scheduled to open next week.

Slr Ben Fuller went Hollywood, bought a zipper shirt.

Ben Piazza quit the now has the fat rubbed off.

Reno night club has named a cocktail for Mae West.

Winter isn't here yet, but rain now not wearing his coat.

Mailbu now deserted, most of the colony moving into town.

Fights beginning to draw better crowds after a lean season.

Sombody sent Ralph Farnum a green necktie and he got mad.

Bert Levy, much improved after his operation, is around again.

Gary Cooper went for two saddle horses and built a stable last week.

Gene Fowler arrived in town two weeks ago. So far nobody has seen him.

Jack Pearl and Ed Wynn have daily arguments over pictures vs. stage.

Double baptism services for the offsprings of Bing Crosby and Dick Arlen.

Buck and Bubbles have to out-talk traffic cops daily to duck parking tags.

Though the fall is only two weeks old, mobs are making desert trips every evening.

Overcoats beginning to come out of the mothballs with the nights getting cooler.

Foillies Resque theatre on Main street getting yearly play for the picture celebs.

Jack Osterman trying to get used to the sunshine by walking around all morning after his spot check.

Paramount is sending Marc Connelly's script of 'Cradle Song' to drama editors as a sample of a perfect picture script.

What VARIETY coast nudist story inspired a feature picture, a running feature in the 'Herald Express' and 'Record,' and UP and AP wire stories.

Worcester

By Paul W.

Mayfair nitery considering giving up floor show. Biz off.

Shippers of three Poll houses marking time until auction of New England chain later this month.

Harold Pratt doing a capable job of running the bar room at Loew's.

Bob Smith deserted the ether to become a court clerk.

Atlas club had ivory tickler performing in bar room last week.

Many customers deserted main ball room and orchestra to listen to the lad.

Theatre Guild open to all local talent now. Had to be a member of upper strata in years gone by. To perform, 'Outward Bound' first, Oct. 12-14.

When Bob Benchley, native son, has any type of film role—no matter how trivial—p.s. never fail to call attention to it and plug him in the bill.

George E. Hackett, ex-musical-comedy tenor, back home last week after absence of more than 15 years.

Has opened voice culture studio here.

Vic Richardson will feature new girl line and specialties this week.

Ben Bagdad in Providence with Joe Brock doing vocalizing. Ducky Rogers resumes m.c'ing.

Capitol management pulled surprise Friday by yanking 'Big Egg' from stage.

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CHATTER

Dance, when building is leased for an exclusive home for Ed. W. Perry, well-known eastern Ohio ballroom operator.

A. M. Brown, winds up his duties as manager of Buckeye Lake Park, near Newbury, O., goes east for conference with J. J. Carlin at Baltimore, owner of the resort.

Young & Rinehart, Canton movie theatre operators, owners of two neighborhood houses here, negotiating for old Grand theatre. Movie grind policy at popular prices.

Philadelphia

Larry Graver, S-W man, moved from Stanley to Boyd.

Loughran-Sharkey fight in the red for \$15,000 despite expectations of sell-out.

Chez Samakka reopened. Adolph Marks running it now instead of Jack Lynch.

Powers Gouraud resuming his Tuesday afternoon theatrical hours, with interviews of stars.

Frank Buhler extra busy these days on reopening of the Locust in addition to usual duties at the Fox.

Charlie Cartwright, contact man for Warwick, resuming policy of Wood after commuting to get actors for his hotel.

Howard Benedict, Eddie Sobol, Karl Bernstein and Charlie Washburn latest p.p. in town, with five houses religious.

Tommy Labrum, not staying at Garlick as reported, but sticking with Sam Nirdlinger, who now has the Broad, an indie scene.

Jack Yorks flew down from Boston to do advance for 'Inspector Charlie Chan' at the Broad.

Peter J. McGovern, general manager at Walnut, and Larry Shubert, head of Shubert forces here, celebrated their birthdays together—Oct. 1.

Lew Tendler, boxing promoter, opening beer tavern and restaurant on Broad between Walnut and Le.

George Metzel has stepped out of Broad box, with Joe Bradley in, Ethel Salinger, also in, being first woman treasurer in legit house here in long time.

First night of Theatregoers and Producers' new local group which is operating Walnut independently, generally admitted being biggest of its kind town has had in some time.

Show was 'Success' at the Le. Lecky Assembly, directed by Ella Waters, resumes on October 16, this time at the Warwick instead of the Ben Franklin.

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Loop

John Flinn in town to start off 'I'm No Angel'.

Pitchman around town with a monacle and selling hosiery repair gadget.

Ben Glazer and Sharon Lynn on the Chet and off on the Century to New York.

Hollywood opening for Phil Harris at the College Inn with searchlight etc.

Eddie Levin sporting the town's only sunbaked brow on his return from Bermuda.

Bill Hollander, Barney and John Balaban deserting B. & K. headquarters for a trip east.

Chick Johnson commutes to the loop from Libertyville, but Ole Olsen sticks to the Sherman.

Guercio and Barthel moving their motion picture equipment outfit into the old RKO exchange building.

H. H. Dreiss of the team of Zuhn and Dreiss left his ranch at 50 Lakes up in Minnesota to visit the fair.

Carpenters reshaping the entrance to the Woods building to make space for the new Greengard eatery.

Albert McCleery, formerly of the Georgian Little Theatre Players, goes to Cedar Rapids to conduct drama at the Community Playhouse there.

St. Louis

Ambassador on 'Crazy Quilt'.

Shortage of product beginning to be serious in first runs.

Spyros Skouras here last week checking on three theatres.

Harry Singer of Fanchon & Marco producing stage shows at the St. Louis. Muriel tryker directing dances.

Joe Ruben back from trip to New York to line up rights to old musical shows for tab production at Fox.

Doc Lenders, w.k. druggist and beverage man, is running it.

George Metzel has stepped out of Broad box, with Joe Bradley in, Ethel Salinger, also in, being first woman treasurer in legit house here in long time.

First night of Theatregoers and Producers' new local group which is operating Walnut independently, generally admitted being biggest of its kind town has had in some time.

Show was 'Success' at the Le. Lecky Assembly, directed by Ella Waters, resumes on October 16, this time at the Warwick instead of the Ben Franklin.

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New Haven

By Harold M. Bone

Burns Moore has a new fedora. Billy Elder is sporting a new cad. Blue Moon is town's newest nit spot.

They're dusting off Shubert cobwebs. Edgewood Players lift the lid on Oct. 20.

Bill O'Connell back on deck at the College Inn for 'The Register'.

Wes Griffith now enjoying double harness.

They're still playing in this town.

Freddy Scoville has shifted to the oil business.

Columbia Opera co.'s 'Aida' a sell-out at Arena.

Lowenthal will again Shubert crew.

Wallington has a new one—Dol Rite club.

Harry Feldman all dressed up and no place to go.

Jack Keen orch sticks at Beacon for new season.

Jack Sanson recalls West Point days with a grin.

Kelly put on an exhibit in Par lobby.

Those seplan revues at Rainbow Inn are drawing 'em.

Fluke Austin again Sunday cartooning for the 'Register'.

Vernon Reaver has brought family on from Des Moines.

Eddie Duchin barnstorming Fitz O'Connell in New Haven.

'Register' has taken on the Billy Phelps book chatter column.

H. I. Phillips dropped in to score a hole-in-one on local course.

Minneapolis

By Les Rees

Ella Erdman, State cashier, has white mouse for pet.

Bill Elson of Seventh Street theatre back from Chicago.

Universal exchange increasing office staff because of business spurts.

Ted Karatz, president of Cinema Supplies, back from Chicago business trip.

'Maedchen in Uniform' only able to last two weeks at World. Very disappointing.

Mike Comer, Warner Brothers office manager, host at party for fellow employees.

Hotel Leamington night club opened again with Jack Malerich and his orchestra.

R. S. Shogran, manager of Excelsior Amusement park, has taken over Marigold ballroom.

'She Done Him Wrong' eleventh-hour booking into Astor last week for fifth engagement.

'Three-Cornered Moon' and 'One Man's Journey' clicking at box office in smaller towns of territory.

Helen Hillman, Pantages theatre cashier, ill, and Vivian Gill, manager's sister, substituting for her.

After managing Marigold ballroom for five years, Charles Lockerman is opening his own dance hall.

Harry Conner, directing 12-piece orchestra at Marigold ballroom, formerly a member of Jack Malerich's orchestra.

John Piller, head of North Dakota Exhibitors' association, in town for meeting of Minnesota independent theatre owners.

Viking theatre, Lemmon, S. D., and local business men at State, N. D., reported to local Film Board as free show offenders.

Hold Kaplan, Public house manager, hobnobbing around as result of torn ligament in leg sustained when he fell downstairs.

Joe McDermott, erstwhile newspaperman and publicity purveyor, has sold his interest in a local beer establishment and plans trip to Africa.

Eily Gould, long a United Artists and M-G-M film salesman, has become partner of Mike Collins, prize-fight impresario, in ownership of night club.

Six-day movies lost out by less than 500 out of 60,000 votes, but 3.2 beer carried two to one in special election in neighboring State of North Dakota.

'Vikings' drama, Swedish film, which did three terrific weeks at World a year ago, flopped at box office when brought back for return engagement last week.

Horace P. Denny and George E. Thomas opening Denny's, new beer garden night club, in Hotel Radisson basement, with George Ganz's Golden Gate orchestra.

John J. Friedl, L. J. Ludwig, Ted Bolnick and Charlie Winchell, Public circuit officials, back from a tour of circuit, explaining far greater movie season drive to all house managers.

A. L. Packer, former Minneapolis and more recently an exhibitor at Ironwood and Watkefield, Michigan, victim of fatal injuries sustained in automobile accident, buried here last week.

Twin Cities and counties agreeing on beer sales plan for district calling for \$200 special license for night clubs and road houses, raising on sale beer licenses from \$50 to \$145, requiring 2 a.m. closing on weekdays and 2 a.m. on Saturdays.

With Mort H. Singer indicating that no Orpheum sluffs will be available for it, only remaining hope of 2,200-seat independent Loyleum for getting product rests with Warner Brothers, half of whose product is still unsold for Minneapolis. Chances of success reopening now regarded as slim.

Hartford

H. Hammer

Jim Cersosimo, injuries leg. Dick Desmond finally makes a trip to Boston.

Ben Cohen making singing voice.

Bobby Hart returns from a vacation in Maine.

John Curran, Exploiter, in town.

Opera goes over with \$4,000 receipts in two days.

Bill Stevenson will resume management of Parsons' theatre.

Capitol theatre has outstanding business with Will Rogers' 'Doctor Bull'.

Charles Benson to return to Palace theatre upon its reopening shortly.

Nat Greenwood in a hurry to see his girl in Boston get summoned for speeding voice.

Barney Grogan announces his forthcoming marriage to Sylvia Callahan of New Britain.

Congratulations are in order for Miss Nell Barbons who has just announced her marriage.

Parson theatres will reopen next week with legit, first being Otis Skinner in 'Uncle Tom's Cabin.'

St. Paul

By Walt Raschick

Emmett Dillon in as chief of staff at the Riv.

Ray Langitt in at the Tower as aide to Walt Van Camp.

Cliff Rust's three-week-old daughter guest of honor at his birthday party.

Harold Kaplan spending beaucoup dough calling that certain party in Chi.

Howard Dale back on the job at the Garlick after month lay-up due to blood poisoning.

All loop shows to open daily at 12 noon beginning Sunday (1) by agreement of all mgrs.

Boulevards of Paris getting new neon for name change to The Avalon; grand opening Thursday (5).

George F. Foster, co-owner of the Mystic Caverns, trying for a walk-around permit, but the city fathers say no go.

Chester Whaley, ivory-thumper at Reilly's, plugging his song, 'I Didn't Say That I Was Sorry'—and maybe he won't be.

'Pioneer Press-Dispatch' annual cooking school packing 'em in at the muni auditorium at capacity (16,000) every day for a week.

A. F. Lockhart, old-time trouper with the Broadway Players (1915-17), now editor of local 'Union Advertiser.' Lock edited Capt. Billy's 'Wild Bang' for two years after the war.

St. Louis

Still no legit booked.

Claude Morris here ballyhooing 'Dinner at Eight.'

Buster Keaton making personal appearances at the St. Louis.

Sleeping sickness epidemic subsiding, doctors say, but still one to two deaths a day. Total nearing 175.

World theatre, formerly Liberty, burlesque house, reopens with independent film 'The Seventh Commandment.'

Charles Brown, movie director, spent Friday (29) here and was host to newspaper men at luncheon. He is flying to New York.

Christopher L. Murray, former 'Globe-Democrat' reporter and feature writer, dies. Suffered nervous breakdown four years ago and had not worked since.

While filling engagement at the St. Louis last week Lillian Miles, movie actress, spent her spare time visiting her children, Patsey and Dick, Jr., who live here with relatives. Miles Miss is a former St. Louis cabaret singer.

Other theatres may have their difficulties here, but the Garlick, burlesque house, goes merrily on season in and season out. Depression or no depression, there is always a St. Louis audience for burlesque.

Pittsburgh

By Hal Cohen

Vic Graff, former m.c. at Harris, returning to town in burlesque at Variety.

Low Bolton has opened a studio for juvenile talent in Aldine theatre building.

Bar at Nixon cafe getting a big play from upstairs theatre patrons between acts.

Variety Club's annual banquet this year Sunday night, Oct. 22, at William D. hotel.

Gail Tucker around handling American Theatre Society subscription sale at Nixon.

Joe Bernhard and J. J. Hoffman in town for a day to pep up WB managers in Pittsburgh division.

Mrs. Johnny Harris being trailed around town these days by the two daschunds she brought back from Europe.

Jean May and Kathryn Meskly, formerly of George Sharp stock at the Riv, with Martin Players in Louisville, Ky.

Harry Feinstein of WB booking staff and Sam Stern of art department have taken an apartment at Coronado.

George M. Cohen laughed off published reports that his family used to spell it O'Caomhan. Said it used to be O'Caomhan.

Joe E. Brown expected in for Notre Dame-Carnegie Tech grid encounter and Variety Club's annual banquet.

George M. Cohen had members of Pittsburgh—Pirates—pro—football team as his guests at Variety one night last week.

Eugene O'Neil slipped into town quietly for the Wednesday matinee of 'Ah, Wilderness!' and out again just as quietly.

George M. Cohen chasing Governor Pinchess's plane was forced down here, found him at Stanley looking at 'Torch Singer.'

S. N. Behrman and Oscar Levant here for look at 'Ah, Wilderness.'

with Levant heading back for coast and Behrman to New York.

F. P. Sagerston, one-time press agent and known as Man of Funches, doing his psyching in the Fulton lobby for a week or two.

Paul Moss, Farrell (Pa.) boy and Penn State graduate, and Jerry Wald have sold 'Radio Romeo' to WB for Dick Powell and Edward G. Robinson.

Russel Crouse missed premiere of 'Ah, Wilderness!' here because own show, 'Hold Your Horses,' opened on Broadway same night. He came on day later.

Mike Cullen upset because 'Dinner at Eight's' two-day will keep him from taking in at least one of World Series encounters in Washington, his home town.

Charlotte

By John W. Harden

Charlotte Symphony warming up under director De Roxio.

George Hammid, New York 'fair specialist,' retained staff N. C. State fair.

Grady Cole, WBT newscaster, announced events airplane races Charlotte.

Show boat tied up at Ferry dock, down New Bern way. Barbecue, beer and dancing.

Mayor Arthur H. Wearn opened a crusade against art studies magazines on local stands.

'Curtain Call' selected as name for masquerade for Charlotte Little Theatre. Irene Lawrence editor.

Little Mae Parish Singletary, former Keith and RKO circuits as 'torch singer,' here at S. and W. cafeteria.

Nagie's Wonder Dogs, an act traveling on trucks and trailers, smashed at busy street intersection. Damage to equipment.

Burkholder and Henderson schools of the dance open. Burkholder added Theatre for Children this year and gave scholarship to Camille Newman.

Newcomers to Bert Bertham Players, stock in tent theatre: Betty McGeehan, Charlotte; Vin Roberts, Birmingham; Thayer Carrol, director for past three months, off to Boston to play Shakespeare this winter.

Carolana Pines Inc., North Carolina's New Playgrounds, installed Drive-In-Theatre and booked Jack Wardlaw and his 13 musicians for dance floor show on roof garden and ballroom. WPTF broadcasts from floor 7:45 each evening.

Denver

Harry Nolan back from New York.

Father of Bert Turgeon, booker for J. H. Cooper, died in Ottumwa, Ia.

William Hartzell, musician, and Patsy Hahn, a Denver miss, married.

Columbia is figuring on moving its headquarters to the old Educational quarters.

Geo. Jones, Consolidated manager, interviewing exhibitors in the southern part of the territory.

Lon T. Pidgeon, exchange here and Salt Lake to market Principal Pictures including Tarzan the Fearless.

R. J. Sheffield, owner of Sheffield Exchange System, and Herb Gottlieb, his publicity director, here on business.

Changes in Universal film salesmen: Sam Pelousia has resigned; Lon Hoss transferred to Los Angeles; J. H. Hommel and E. L. Walton added.

A few of the out-of-town exhibitors seen on the row picking up dates: E. J. Schulte, Casper, Wyo.; Clarence Chidley, Wheatland, Wyo.; Mrs. Lee Mote, Riverton, Wyo.; Chas. Davis, Hugo, Colo.; Orin May, Burlington, Colo.; C. W. Kelly, Greeley, Colo.; J. S. Ward, Douglas, Wyo., and Geo. L. Blakelee, Lander, Wyo.

Westchester

By Al Crawford

Jack Johnson looking for night club spot in Yonkers.

J. J. Walker is mayor of Dobbs Ferry. Joe fireless, though.

Lenore Neale, dancer, Hale dance girl and sister of 'Toto,' clown, made U. S. citizen at White Plains.

Beer now at Playland, other county parks, concession stands along parkways and at county center. Tabooed heretofore out of deference to late Bill Ward, republican post always a lawbreaker.

Frank W. Darling entirely out at Playland. Been working part time on a \$10,000 a year contract which had some time to run when he quit.

Darling recommends his assistant, William O'Malley, for manager's job at the park. Supervisors considering applications for place. Darling at Radi City.

San Francisco

By Harold Bowk

Frank Albertson was secretly in town for a vacash.

Eddie Berners circus shoved off for a season in Hawaii.

Lou Anger is expected in this week for a talk with the U.A.

Jay Brower set for a second week at Denver before returning to El Cap here.

Elmer Hanks busted-hearted because he's picked two wrong football teams out of two already.

Roy Reid and Gordon Allen in town with '7th Commandment' and a narcotic pit they'll plant locally.

Charlotte Greenwood claims the Frisco fog and hills are a lot more exhilarating than London's heavy mist.

Jake Ehrlich back at his law desk after setting a deal with Pantages to put the Piccoli marionettes in shorts.

With a pair of specs and a mustache Pat Kelly is so thoroughly disguised his own ma wouldn't know him.

Orph advertising its F&M line girls as daughters of the original Sunkist beauts and are the originals burnt?

John Schoolcraft has up and scrambled from NEB production dept., with Bryon Mills moving in from music library to succeed.

Portland, Ore.

By James T. Wyatt

Weber Sisters, dance act, waiting here five days before sailing for China on the S. S. General Sherman.

Filled a vaude at the Capitol. Of to fill a season's booking at the Little, Shanghai nite club.

Andy Saso made a hit with femme customers at little cost by giving away 100 corsages at the Music Box to the femmes coming to see 'Morning Glory.' Andy gets popularity from deft little touches like that.

Ed Cheney back home in the burg after closing with Ed Wynn's show. Brought the new Mrs. Cheney, non-pro, back to the old homestead.

Cheney says he'll open a hoofing school maybe, but if Wynn starts another show he'll be back on the road with it.

Smoothest fixer in the burg and the quickest J. J. Bill Parker, the dorp's No. 1 showman. City censor board recently got rambunctious.

Bill Parker paid it a formal visit. Result: new censor board chairman, everybody happy, objections overruled. 'Just a routine meeting,' sez Parker, 'nothing happened.' Showmanship has left the circus tents and is becoming a diplomatic art.

Salt Lake City

By Philip G. Lasky

Rialto books Tarzan serial.

Dave Elson, KSL announcer, goes to NBC, San Francisco, to see Clay Kirkman's band in at Wally Stewart's new nite spot, Club Dorado.

Lady for a Day previewed for elite by Bob Hill, Columbia's local mgr.

Harry David, L. Marcus division mgr., okays third replay of 'She Done Him Wrong' at Victoria star.

Irv Waterstreet, L. Marcus Theatre adv. head, on crutches after abusing ankle on stairway. 'His story.'

June Purcell, opening at Orpheum 29 in town early working night on KIDL. Jack Oldham, mgr. ngr. arranged.

Charley Pincus, Orpheum mgr. turns scoutmaster in attempt to get B.S.A. interested in Saturday serial of Kit Carson.

Oklahoma City

By George Noble

Ritz closed at Boise City.

Pat McGee is in New York City. Spring Lake Park closed for the season.

Reopening of Midwest uncertain as to date.

Big business enjoyed by Ringling Bros. circus.

Joseph Cooper in Colorado looking after his Regal theatres.

Alfred Holstein still sticking to the long standing engagement.

Beer sellers selling 8-ounce glasses at 5c and 14 ounces for a thin dime.

Book at Watonga, transferred to R & R Theatres Co. by C. T. Book. John Shoenpel, mgr. waiting for the Midwest opening, and hopes that it won't be long now.

Geraldine Green married to Robert Eugene, manager, Ritz, Oklahoma City, recently.

Midwest open with John Schoepel, mgr.; Ray Thomas, asst. mgr., and Penny Pappas and Marguerita Hendricks in box offices.

Oklahoma theatre openings. Midwest by Warner Bros., Oklahoma City; Liberty, at Quinton; Rex at Commerce, and Majestic, at Allen.

Memphis

By Walter D. Botto

Hagenbeck-Wallace here Oct. 2. Charles H. Hel roof with Paul Tremaine closed.

Herman Sommer now connected with Loew's State.

The Barn reopens for the winter with Jean Lane and 14 Red Heads. Sherwood, Maxwell left Loew's State theatre to locate in Danville, Va.

Tri-State fair was a success this year. Had a profit, the first in four years.

Silver Slipper survives all the cabaret shows. Only one continuously open.

Every theatre on Main street is open for the first time since the spring of 1932.

Mrs. Bernard L. Thomas is no longer secretary of Col. Cecil Vogel, gen. mgr. of Loew's theatres.

Operators still picketing Strand and Princess theatres. Ten weeks, but Lightman keeps 'em going.

Island Queen, the big showboat from Cincinnati, is running up and down the river with moonlight excursions.

Boston

By Len Li

Al and Beth Stuart Duffy christen the baby playhouse.

Al Head, boasting, logography, opening at Plymouth tonight.

Beau Fox in town ahead of 'Uncle Tom's Cabin,' due at Colonial on Oct. 10.

Veteran Howard Merrick breaking the soil in advance of Eva Le Gallienne troupe.

Ben Oliver takes himself a bride, with theatre and newspaper folk out in large numbers.

Ted Richmond, resigning as assistant manager at Scollay, goes on road as head of 'Dance and Love.'

Jack Goodwin of Scranton, Pa., assuming the reins at the Public Scollay. He has as publicity man Harry Brown, Jr., transferred from Paramount, where Charles Curran is the new press agent.

Ellison A. Vinson given a rousing send-off by his friends on eve of departure for New York, to make new connection after outstanding success of showmanship for three years as manager at Scollay.

Galveston

By George A. Seal

Mr. and Mrs. Monroe Rogers tent theatre at Houston.

Drinks to inaugurate 'beer dances.' The drinks are free.

Robert C. Wallace, negro baritone, well received in home town recital here.

Frank St. Leger planning another season of symphony orchestra, Houston.

Howard Bell, young tumbler with Sam B. D. circus, badly hurt in fall at Tyler.

Hotels and cafes not affected by closing laws. Beer places evading by offering cats and plenty of them.

Johnny Jack Novak, once king of N. M. runners, now operating Light House 'sandwich shop and beer gardens' across street from Queen Theatre.

Little Theatre will not produce this season, first suspension since start 11 years ago. Jacqueline Hildebrand building for Junior Little Theatre.

Seattle

By Dave Trepp

Eddie Anderson, comic with colored burlesque, recently at State theatre, now at Mardi Gras.

After playing the whole town, mostly twice at every house, 'She Done Him Wrong' (Pax) held over for six days at Rex (Hamrick).

Some changes in 'Change Your Luck' cast now playing in western Canada and Alaska. Cecil Williams, baritone, now at Mardi Gras club here.

Joe Dannels back to L. A. with disbanding of 'Get Lucky' colored revue which he booked company getting nice biz in Bellingham and Vancouver, B. C.

Kansas City

Will R. Hughes

Anyone want a theatre? Seven dark ones in the downtown district.

William P. Bernfield has been appointed publicity director for United Artists in this district.

Renowned that Nuge Flynn will reopen the Empress before many weeks with the Lole Bridge musical company.

Jack Trullitt, former manager of the Plaza, is said to be flirting with the idea of placing vaudeville and pictures in the Plaza.

Co-Co-Nut Grove, the latest close-in night club, opened Saturday under the management of Sam Benjamin, veteran park manager.

Exploitation

(Continued from page 23)
week as an ad for the Sunday section.

Last rag was 'Induction of the school traffic cops at St. Paul's' which crossings near school and are appointed annually. Given more importance by asking them to the theatre to see 'Bureau of Missing Persons' with the other office administered by the Director of Public Safety. Got three coils of art and a short story, and it helped.

Variation

Time was when it was a standard stunt to offer a cash prize for the best cake or loaf of bread. All entries were turned over to some institution. Newcomer to the church people lately by offering \$10 cash for the best cake and turning all the entries over to the leading church society, which was about to have a social.

Figured that the social was opposition, but since it couldn't be helped, the next best thing was to play in with the church. He took the house over was inclined to be a bit of a crab, and the gesture of the newcomer was doubly welcomed.

Figured that the other churches are going to be looking for a slice, but he has other schemes up his sleeve and will not repeat. Meanwhile he's sold the social to the citizens, which is worth plenty more than the sawbuck.

Maybe

With premium giving threatened by the NRA code some exhibitors depend largely on prize draws to fill weak nights are getting hot and bothered. One man is seeking legal advice as to whether it will be possible to give away prizes to members. Club members of course would have to keep in good standing by having their membership cards validated by punch marks for each visit. Idea would be that members of the Once a Week club would not be given premiums as patrons but as members. Looks doubtful and calls for a sound legal opinion beyond the scope of the average small town lawyer.

On the other hand, a constant giveaway is warring an educational campaign. Going to start a drive to show that without the presents to pay for he can afford to give away. Going to put in an extra short on those evenings and call that the premium. It's at least a safer plan than the other idea.

Has the Makings

'Wild Boys of the Road,' the Warner-First National, is going to need a lot of selling but has a triple angle. Made its money for the Parent-Teachers and similar organizations for child welfare. Second sock is to be directed to ministers, who can get the money out of the story. Third appeal is to the general public with the 'Goah, ain't it terrible!' angle.

New York the ads are playing it up as a picture of thrills with the ads specially directed to women and girls on the proposition they will not be interested in the grandstands and must be sold on the thrills. Apparently the smaller the town the greater the opportunity. It's not what might be called amuseusement, in spite of the name, but relief. For a general sock the fight between the boy tramps and the railroad police and the scene in the box car after the girls have been assaulted can be played up.

Did Plenty

Los Angeles. Richard L. Moss and Kenneth McGaffey did plenty on 'One Man's Journey' at the Hillstreet, opening with 1,000 letters to local physicians and backed this with a letter to hospitals and medical societies with the request that it be posted on the bulletin boards. Also sent passes to the deans of the medical schools.

Used in the fourth part of the title to the Union Pacific for a nice window where it would help, and hooked a radio station to ask opinions on Lionel Barrymore's picture.

For added attractions the winner of the 'Records' twins contest attend a theatre party, and that wormed the city's papers. A handwriting expert in the lobby to analyze penmanship, and large concerns were given discount tickets for their employees. The theatre company alone distributed about 1,000 cut raters.

Book Covers

Edward Selette, of the Colonial theatre, is doing in his annual exhibit of book covers. This time he distributed 5,000 to the eight parochial schools. Heavy craft paper that will stand up.

Recent cover was between the theatre and a coal and ice company. Back goes to an undertaker, hardware store and florist, with a restaurant on the back. The two last pages carry space for the name of the child, grade and school, with safety first message on the back in-

side. With five co-operating it's possible to get a first class grade of paper. Any other kind would have a faroback.

Dog-Power

City exhibitor who grew up in the country, made one of his biggest strikes with a revolving display operated by a dog in a wheel such as his mother used to harness to the churn.

For lobby use he adapted the scheme to a smaller wheel which could be operated by a smaller dog, but the idea was the same, the wheel being solid-backed and with chicken netting and a door in the front.

Mindful of the SPCA and kind-hearted patrons, a half dozen pooches were used with each mutt doing a 10-minute trick every hour and the change of dogs adding to the attraction getting value. No connection with the title, but the wheel is stored away to be brought out if any treadmill title happens along presently.

Probably good in the smaller town play in with the electric motors and farm current being what they are.

Riotous 'Harmony'

Jack McInerney, N. Y. Par advertising agent, is preparing to publish 'Too Much Harmony,' got three girls to register in a hotel room with the view to singing their heads off so they'd be dropped, but by their complaint, also hired by Par and spotted in the same hotel, could claim the singing was 'too much harmony' for him to stand. Every evening he went to the hotel. He learned more than one complaint was necessary for an arrest of a hotel disturber of the peace. Second, hired three girls to sing, but by their complaint, also hired by Par and spotted in the same hotel, could claim the singing was 'too much harmony' for him to stand.

Pace

One gag intended to be a stunt was a wheel inset with mirrors, flashing up and down the street in the sunlight and in the evening reflecting the rays of a baby sun. Somehow it didn't look just right, but a film salesman happened along to give him the clue. The wheel was set on a motor and turned and revolved so rapidly that the effect was of a band of tinzel.

Salesman clambered up to the roof of the midget and took off all but one mirror. He concentrated the spot on one point of the disc and geared the rig to give four revolutions a minute. The steady beat of light was little or no tractor, but a single beam every fifteen seconds had them coming down to the theatre to see what it could do.

Just a change of pace, but pace that counted.

Hartford Gags

Manager C. J. Brennan of the Capitol theatre, Hartford, is obviously opposed to throwaways, folders and other similar types of exploitation. He is of the opinion that will hold the audience he is glad to grab and hold it. His most recent play for attention was the retention of a chalk ball, which he posted on a dail in the lobby drew quick sketches of men, women and children as they stopped to gaze upon which he was holding the chalk ball. When the chalk was printed the name of the coming attraction, the latest being Lillian Harvey's 'My Weakness'.

When Hartford held its NRA parade, the theatres of the city instead of creating separate floats combined to turn out the most spectacular creation in the parade with more than 10,000 flowers, being thrown to the street viewers by eight beautifully gown girls.

Asking About Angel

Minneapolis. Although no public announcement has been made here yet regarding the 'Angel' picture, Bernice Babler, Public telephone information girl, has been receiving dozens of calls daily from fans who want to know the name of the picture. Telling the title and explaining the story, Miss Babler uses the trade paper catch line about the girl who loses her rep and doesn't miss it.

Sells 'Voltaire'

St. Paul. Selva's staff at the 'Public Rivers' carried through with some good work in pushing George Arliss' current pic, 'Voltaire' into the hit class.

Believe-the-Riv's-blond-cashier personally contacted chairmen of the various women's clubs and finally managed to pull in 100 of em for a special showing. He prepared a dodger with every other line in Hebrew, the English lines translating the foregoing. Dodger was aimed at the Yom Kippur trade and was carried by the Arliss. Currently at the Riviera in 'Voltaire,' is the greatest living Jewish actor. Cashier's stint was largely in sell-

ing clubwomen on the idea that pic was the good kind they're always crying for—so far that it's here, support it worked. The femmes flocked in—and how!

Seibel called on two rabbis personally and they cooperated to the extent of mailing out postcards a week in advance, with the result that 'Voltaire' packed 'em in for a robust profit—the first Arliss pic of ours to show at this house, which managed to hurdle itself decidedly into the black.

Discovered the Girls

Galveston. 'Ritz' theatre, Corpus Christi, in hook-up with Callet Times, plugged 'Gold Diggers of 1933' effectively with Gold Digger contest. Paper ran series of pictures of Gold Digger chorines, featuring the letters of fifty words indicating their views on starring possibilities of each girl. Tickets offered as prizes for best letters.

Joe Lee's Pip

Doc. Joe Lee, who's doing the presswork for the local engagement of 'Thunder Over Mexico,' pulled a gag that probably would have been overlooked by most hustlers.

He sent a letter to every deaf person whose address he could secure, telling them that happy days had come again, for here was one picture they could enjoy in the old fashioned way, stressing the fact that only subtitles were used. That was an appeal that meant something to a surprisingly large class of former patrons, and it brought response.

School Stunt

Middleton, O. In a tie-up with the board of education, the first time a public organization has ever co-operated with a local theatre, Roy L. Patterson, manager of the Gordon, accepted used text books as donations from kiddies on the stated days. Only expense to theatre was small newspaper ad, specifying what books were wanted. It enabled hundreds of kids to start school, who otherwise might not have been able to do so for lack of books. The school board got good will for the houses. Local dailies played up the story for several days, which, plus the word-of-mouth publicity, put the theatre in right with the public in general.

Styles in W. Va.

Huntington, W. Va. Fifteen stores and shops of this city are staging a style show at the Kean-Albee theatre here on Wednesday and Thursday nights. One performance Wednesday, matinee and night on Thursday.

Car Cards

San Francisco. Phil Phillips, Fox-West Coast, has worked out a street car layout that will dominate every one of the trolleys in Oakland. Five institutional cards in black and red cover the street cars, each changes of the Fox, Paramount, Orpheum, Grand Lake and State, while a sixth card spotted elsewhere, which will call attention to the other five.

Radio Appentage

Akron 'Beacon Journal' inaugurated a serial story with a radio attachment and then put in publicity. Ernie Ausgion of Loew's didn't have any blonde titles handy, but he kicked in by offering tickets to 10 blondes and copies of the first chapter in lieu of a ticket.

Careful Ernie avoided trouble by not barring synthetic goldies.

Reusing Annie

Edgar Wallace, of the Audubon theatre, on upper Broadway, put over 'Lady for a Day' on the strength of the big news flash obtained by Radio Music Hall and Columbia on the premier run.

Wallace obtained tear sheets on the stunt from the dailies, pasted them on cards and then put the original Annie in front of the display, where she sold her apples, wearing one of the evening dresses promoted for the original stunt. Did well with the first of the Tom Howard two-readers for Educational. 'Static' boast is that it was completed in eight days flat.

Warners have 'Anthony Adverse.' They plan to have Leslie Howard play the lead.

Harper & Brothers are spurting to the limit. All because of E. M. Delaford's new opus 'Gay Life.' It's a story of the hot pursuit of pleasure on the famous Riviera.

The Book-of-the-Month-Club announces a twin selection for October. 'Push,' by Virginia Woolf, the biography of 'Elizabeth Barrett Browning's spaniel, and 'The Woods Colt' by Thomas Williamson.

The book trade points with pride to the marchers in the NRA parade. Funk & Wagnalls had 560 pairs of feet behind their banner. James Collins, who used to be in Livertight, now publishing on his own. He announces as his first novel, 'Bridge Club Hostess,' by Sallie Chaynes.

Homor Cro, known for his 'West of the Water Tower' and 'He Had to See Paris,' is here from Hollywood with a new book under his

Literati

(Continued from page 56)
ing given more or less free with a choice of subject matter.

Gallico's break is of some interest to show folks, since he started on the 'News' as a film critic, switching to sports later.

About Hollywood

Harold Shumate, film scenarist, has added his volume to the score or more novels written recently about Hollywood.

Macaulay is figuring on publishing his book, which is written around a current film name and carries the title 'Roue the Fourth.'

'Eden' Deferred

Francine Findley's 'Treeless Eden,' originally scheduled for publication on Dec. 8, has been postponed until spring. Saga of California pioneers, by the author of 'The Root and the Bough,' will be the longest novel ever issued by Alfred H. King.

New Lait Chatter Lists

George Lait while east weeks closed for nine more newspaper outlets for his syndicated Hollywood column.

He returned yesterday (Monday) to Hollywood where he's on the L. A. 'Examiner' and also western rep for King Features.

Chatter

John Cowper Powys to scribble his memoirs. In solitude, of course. John Farrar claims he himself doesn't know the real identity of his ace mystery story author, Q. Patrick.

Oscar Graeve, the 'Delineator' editor, will have a novel out this week, 'Hot Summer.'

Gorham Munson giving a course on professional writing at the New School.

Claude Houghton, author of 'Julian Grant Loses His Way,' is really Claude Houghton Oldfield.

A. L. Furman, whose brother is the head of Macaulay, will have another novel published by that house. Title is 'Chief Counsel.'

W. R. Crane has edited a 'WOR Form Handbook' for Falcon Press.

Isabel Ross did more than vacation in Scotland. Brought back data for a novel of Scotch life.

Walter Snow now doing the publicity for Alfred H. King, the book publisher.

Walter Howie is on his usual fall inspection trip for the Hearst photo service. First stop, Frisco.

A big shot who has come up from small fry, dinner-partied the other night. Having no better, he engaged the cook's brother. That big boy, an ex-prize fighter, startled the guests by announcing from the doorway, 'Ladies 'n gents, the soup is on the table!'

Ogden Nash writing a novel in verse.

Katharine Bell Ripley celebrating the week. Her new novel, 'Sana Dollars,' promises to roll them in. 'Brighter Blood,' by Leslie Charteris, makes the 487,355th published crime story since Edgar Allen Poe unleashed his gorilla on the public.

Ice Weber, the producer, hanging up a record with the first of the Tom Howard two-readers for Educational. 'Static' boast is that it was completed in eight days flat.

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Homor Cro, known for his 'West of the Water Tower' and 'He Had to See Paris,' is here from Hollywood with a new book under his

arm. He spoke other night down at the Vagabonds Club. The subject was 'How to Sell Stories to Hollywood.' What's more he actually told how.

Oscar Graeve, editor of the 'Delineator,' has authored a new one in 'Hot Summer.' Out this fall.

velyn Love Cooper, one of the associate editors of Life, has readied a book of light verse. James Collier, publishing, suggests that Dorothy Parker and Ogden Nash please move over.

Arthur M. Landau, Hollywood agent, here from the coast. Stopping at the Hotel Delmonico with a pocket full of contracts.

Van Loon's 'Geography,' a year's labor publication, still averaging 300 copies a week.

Romain Rolland's first novel six years coming out on October 13. Henry Holt & Company are publishing 'The Death of a World.'

Sax Rohmer will be ready with another crime story on the 25th. This new one to be known as 'Fu Manchu's Bride.'

Myron Bring making his bow this week with a new book. 'The Flutter of an Eyelid' is its title. Farrar & Rinehart publishing.

Houghton Mifflin Co. patting itself on the right shoulder. This month they are publishing four Pulitzer prize winners, among them Oliver La Farge of 'Laughing Boy' fame, and Margaret Ayer Barnes, who wrote 'Years of Grace.'

Garveth Wells, the veteran traveler, back from Russia with a new book. 'Kapoot' is the title. McBrice publishing. Among the be-leave-it-or-nots he brought back are the facts that a taxi ride in Russia costs \$20, the head of Lenin in the Kremlin is empty, the drug shortage is so acute they operate without anaesthetics, and marriage as we understand it does not exist.

Justine Mansfield, author of 'True Tales of Kidnapping,' reading a new book. The subject is a secret.

Harry H. Lichtig, Hollywood agent, coming to New York early this month.

Max Shagrin now handling Blossom Seelye.

Lawrence Weber, moving into swanky 5th street.

Beth Brown again in Screenland with another article on Hollywood. All about the writers who scribe at a dollar a word.

George Sylvester Viereck, the interviewing champ, back from Europe on the Columbus with some more tales in his portfolio.

Norwegian edition coming for Leonard Ehrlich's 'God's Angry Man.'

Engagement of Phillips C. Caldwell of Troy, a member of the editorial staff of the 'General Electric' magazine, to the daughter of Schneetad, has been announced.

W. A. S. Douglas, vet newspaper correspondent, now in King Features' home editorial offices in New York. Was formerly with the Baltimore Sunpapers and Chicago Tribune.

George B. Fife, freelance writer, 45 Christopher street, New York, in voluntary bankruptcy, with \$2 in cash assets and \$1,500 liabilities.

Edward Angly, New York 'Herald Tribune' reporter, has left to join Columbia News Service. That's the CBS news dispensary.

LETTERS

When Sending for Mail to VARIETY, Address: Mrs. Clerk. POSTCARDS, ADVERTISEMENTS, CIRCULAR LETTERS WILL NOT BE ADVERTISED. LETTERS OVERVIEWED IN ONE ISSUE ONLY.

Andrews Ann	Kline Walter K
Atwood Nor	Khlee
Calhoun Gen F	Prior Allan
Credon William	Rode Alfred
Grey	Troy Chas Chase

DOROTHEA ANTEL

226 W. 72d St. New York City
My New Assortment of GREETING CARDS, POSTCARDS, 21 Beautiful CARDS and FOLDERS, Boxed, Postpaid, for

One Dollar

I. MILLER

INSTITUTION OF INTERNATIONAL

Shoes for the Stage and Street

SHOWFOLK'S SHOESHOP—1552 BROADWAY

Easton, Pa., Oct. 2. All attendance records at the Allentown Fair were broken this year, it being estimated that more than 200,000 paid to get in. Scale cut from 50 cents to 25 cents and to good weather.



In the old days you scratched your message on a smoked glass slide and hoped your patrons would believe you but nowadays !

a nationwide organization of five hundred specialists are on the job day after day combining actual scenes from the pictures themselves with high-power selling talk to produce National scene trailers . . . trailers that actually sell your show to your patrons.

..an organization that checks, double checks, triple checks every booking, every playdate, every day to see that you get the best trailers in the field at the right time every time.

★ What a combination to drag them in punch, realism, service.

Yes sir, it pays to get the best because the best always pays best.

NOVELTY
is the essence of show-
manship . . . novelty is
the essence of National
Special Trailers . . . an-
nouncement—policy—
contest—all kinds—all
types—from your own
copy or ours . . . but
novelty has no place in
service . . . National
gives you hurry-up
service every time.

NATIONAL SCREEN SERVICE

trailers -- worth more because they sell more

VARIETY

PRICE
15¢

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Vol. 112 No. 5

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56 PAGES

10-MONTH BIG TOP TOURS

Gratis Postal Wires to U.S. Dailies for Play-by-Play Yarn on Film Premiere

Hollywood, Oct. 9.

The play-by-play description of the opening night in the forecourt of Grauman's Chinese Thursday night (12) for the opening of Mae West's 'I'm No Angel,' will be wired east by correspondents of six different news syndicates.

Stunt is a national exploitation gag for the picture. Reps of the wire services will be spotted on a high platform, overlooking the forecourt. Each will have a telegraph operator shooting his stuff to eastern headquarters via a direct plug-in of the teletype line.

Operators and teletypes, together with cost of all copy transmission, will be complimentary by Postal Telegraph. Stunt gets over with the syndicates through their ability to secure reams of copy on an opening here without having to pay the freight.

George Schaeffer, local representative for the Chicago 'Tribune' Syndicate and New York 'Daily News,' will be one of the five to get an operator and teletype for speeding the news to his sheets.

Postal, in its fight with Western Union for studio business, has agreed to deliver the play-by-play accounts of the various correspondents direct to newspapers desiring the coverage on the premiere.

JAZZIQUE OPERA BRINGS 'EM TO U.S.A. FOR COIN

Sudden influx of European musical topnotchers 'modern' movement has pretty nearly all the leaders of that field in or on the way to the United States. Reception thus far has been exceptionally fine, with a strong indication that the U. S. is in for a healthy dose of 'modern music.'

In New York for the past month working on rehearsals of a new opera is George Antheil. His opera 'Helen Retires,' was written to lyrics by John Erskine and gets its world premiere by the Julliard School on about Dec. 15, with a possible Broadway run following.

On the way to the U. S. is Arnold Schoenberg, who, with Igor Stravinsky, is a leader of the modern school, though on different musical tangents. Schoenberg is the inventor of geometric music and is a German Nazi exile. School is being built for him here.

Edgar Varese arrived in New York several days ago to look around and see what he can do about getting his duties played, and Aaron Copeland is also around.

Report that Kurt Weill would like to come over and a New York music publisher is negotiating for the publication of Weill's music in the U. S.

Just Time Spenders

Chicago, Oct. 9.

Legion convention here was a bust as far as the World's Fair was concerned. Expected surge of trade for concessions didn't materialize. Legion men failed to attend the Fair, as indicated by the admission figures, average being 103,000 per day during the convention.

Average before the convention was over 200,000 proving that even the regular Fair patrons stayed at home during the convention, probably frightened by roughhouse tactics of conventionizing Legionaires.

Editors Sulk Because Govt. Ballys Radio

'A general attack has been launched by broadcasters against newspapers,' is the interpretation of CBS' recently established news-gathering bureau made by E. H. Harris of the Richmond, Indiana, Palladium-Item. Harris is chairman of the radio committee of the Newspaper Publishers Ass'n.

'The constant use of radio broadcasting by the Federal Government to get its message across to the people shows plainly that the broadcasters have succeeded in over-selling the administration on the advantages of radio broadcasting,' Harris declares in his bulletin on the subject.

Other publishers' reprisal methods have been mulled and voiced around.

\$1,500,000 MAYORALTY EXPLOITATION BUDGET

The mayoralty election this fall is wide open. Tammany will spend a reported \$1,500,000 on the campaign to re-elect John P. O'Brien. Large sums are already being subscribed by important Tam allies, it is said.

In previous years, with the Tiger in safe control, the campaign funds have been \$300,000 or \$400,000. F. H. La Guardia, as the Fusion candidate, and Joseph V. McKee, the independent entry are forcing the heavy campaign expenditure, along with the fact that the Wigwam is torn asunder from within through leaders bolting, etc.

FREE-FOR-ALL IN ROUTING TRICKS

Gumpertz Remaking Sawdust Business—Ringling Circuses Call Off All Protected Territory and Invite a Family Scramble for Dates

AGENTS ON THEIR TOES

Beginning next spring all ingling controlled shows will undergo radical innovations. Chief change will be a nine, and a possible 10-month season. Such a run would open the tent outfits in April and close them around Christmas. Move is a direct return to the 1900 days when circuses were still a major factor in America's show diet.

Policy switch is due to Samuel Gumpertz. He is bringing to the white tent industry, business ideas and methods. Gumpertz this year had his first taste of circus trouping. He liked it. This came after his appointment by John Ringling to the helm position of the country's largest circus, the Ringling-B&B outfit, and their American circus holdings.

Figuring the amount of money invested Gumpertz couldn't see why, just because a little frost was in the air, every circus had to tear down and hit for winter quarters. He's even figured repairs and wear and knows a longer season will be the rule henceforth. Troupers, who have been having tough pickings these past few years, are elated.

Elastic Routes
Another change will be the territory division. Past year the Al G. Barnes show, because some of the larger spots held out for the bigger show, was jockeyed about. Careful checkout of the books reveals this outfit got its best days in the larger cities. In the 1934 season there will likely be no holdout of choice spots. First general agent beating the other or fellow to the stand gets it. When all but the Ringling show were owned by the Ballard-Muggivan combination all general agents waged as much hell and warfare as if they were the sole individuals. Best agent and the boy fastest on his feet caused his show to turn in (Continued on page 50)

Intermission

Los Angeles, Oct. 9.
Men's washroom attendant at the Orpheum caught a guy shaving there one evening.

Explanation was that, realizing the length of the show (double bill and 10 acts of vaude) and having a dinner date, the shaver brought his utensils with him.

Pre-Prohi Cafe Names Reclaiming Broadway Spots from Yellow Peril

That Calif. Spirit

Los Angeles, Oct. 9.
Earthquakes last Sunday night here threw a scare into everybody, but the well-known Californian spirit came to the fore Monday when a radio news announcer said:

'Further beneficial settling of the earth following the earthquake of last March occurred last night when a slight tremor was felt in the city.'

Cafe and restaurant men know that almost any Chinese restaurant in America today has a sales price on it. Within recent memory, it was the so-called Yellow Peril of Broadway which monopolized the nite life of a post-prohibition Main Drag and accounted for straight food grosses of \$25,000 and \$30,000 a week. That was the take, some weeks, at the Palais D'Or on the site of the historic Palais Royal, Broadway and 48th street, strictly because the large capacities and pop scales, with elaborate floor shows and the no-boose thing, engaged the public fancy.

Ever since the Hollywood and Paradise restaurants within a block of the Palais D'Or, for example, have commenced clicking off \$20,000 weekly grosses on their own, every chowmeiny felt it, and pronto.

Sentimentally Favored

The reclamation and revival of Broadway is all the more sentimentally favored, as a result, the Palais Royal is slated to be itself, once again, under its original Salvin personal management.

On the site of the old Churchill's at 49th and Broadway there sprang up a Yeng's restaurant, also a Chinese-American institution, and for many years after prohibition a money-maker. That, too, is slated for repatriation. Abe Lyman is planning to take it over on his own and possibly reinstate the Churchill's name.

Ditto such names as Rector's and Reisenweber's are due to go up in lights once again. Louis Fischer, son-in-law of the late John Reisenweber, and a member of the New York City Liquor control board, will be associated in a revived Reisenweber's with John Steinberg and Joe Moss interested and Guy Lombardo's band, the most likely attraction.

200,000 EXPO WORKERS GO NATIVE IN CHICAGO

Chicago.
Estimated that the theatres locally will have 200,000 more drawing population after the World's Fair than before.

Is the number of people figured to remain in town after the Exposition, having come to town for jobs at the Fair and who have settled down in Chicago. This was also the case at the time of 1893 Fair when something like 150,000 people came to work at the Fair and have remained since. Particularly did a flock of musicians migrate to Chi at that time due to the number of traveling bands. That side of it has been cut out in this Fair since all musicians on the grounds are of the local union.

'Pastures' Verdant in Dixie

Roanoke, Va., Oct. 9.

'The Green Pastures' opened its southern road tour here last week to excellent attendance. Colored cast drama moved on to Greensboro, N. C., where Richard E. Harrison 'de Lawd' of the play was presented with a key to the city by the mayor and other officials.

First time for a southern city to so honor a Negro actor.

Handing the Folks From Back Home Copies of Garbo's Frocks for \$17

Los Angeles, Oct. 9. Local department store, usually smooty about any picture tieups, has gone for a separate dress section devoted to replicas of gowns worn by femme picture in their pictures. Where the studio often spends \$1,000 to design and put together a dress for a film, the store is retailing an echo for \$17. Pictures of the players, wearing the frocks, on display along with the copies, and the store is lining particularly at the Kansas and Iowa visitors who long to take back home with them a Garbo clinger or a Harlow on-brassy model, even if it is in a stylish stout size. But the store product, sold at \$17.50, precludes any attempt to imitate the expensive trimmings, gadgets or fabrics the originals sported.

CHET ERSKIN EASTERN PRODUCER OF UA UNIT

eastern producing unit similar to Reliance which produces on the west coast and releases through United Artists, with Joe Schenck and Harry Goetz of Reliance, reported as the backers, will go into the old Biograph studio, New York. Chester Erskin will be the eastern producer, plans calling for a probable six pictures this year. They will be released under a trade name other than Reliance, it is understood.

Kalmar, Ruby Start On 3-Way Contract

Hollywood, Oct. 9. Bert Kalmar and Harry Ruby started at Warners last week on their term writing ticket. First assignment will be an original story for Joe E. Brown. Contract for the team calls for their writing originals, adaptations and musical numbers.

Par Sets 'Death'

Hollywood, Oct. 9. Paramount has set Frederic March, Evlyn Venable and Sir Guy Standing in 'Death Takes a Holiday,' with Mitchell Leisen or Stuart Walker to direct.

SAFETY FOR 5 YRS.

Albuquerque, N. M., Oct. 9. Mildred Lehman, who went to Hollywood to do some specialty numbers under contract to RKO was handed a jolt when a local judge made her the ward of the court when accused of driving on the wrong side of the road and causing the death of Charles Russell.

She is prohibited from driving until she is 21; 16 now. She did some work in 'Down to Rio.'

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On Chin for Extras

Hollywood, Oct. 9. Slump in extra work during the past week. Total was 7,144 with the fall-off coming during the last two days. Previous week was 8,713.

LOEW GLOBE TROTTER BY AEROPLANE AGAIN

Arthur Loew is charting out a new world trip, to start in about two months. Along similar lines to the world trip he started a year ago, which ended in the crackup of his plane in South Africa, although Loew hasn't figured out the route yet.

He will use planes during the trip wherever available or feasible. Intention is to visit every capital city and country of size in the world.

On the Mend

Hollywood, Oct. 9. Mrs. Lionel Barrymore is greatly improved at the Good Samaritan hospital after a long illness. Mrs. Eric Von Stroheim on the road to recovery following serious burns and is now able to sit up. She is at the Queen of Angels hospital. Mrs. Malcolm Stuart Boylan is also there, recuperating from an abdominal operation. Joe Blank, who broke his arm when he fell from the roof of a Paramount stage, is knitting at the Golden State hospital.

'Adeline' Talker

Bowland & Brice will make 'Sweet Adeline' as a musical talker for Paramount release. Indie film figures on starting at the Astoria, L. I., studio with a cast borrowed from the major studios. Film rights to the legit musical of three seasons ago was obtained by R&B from Arthur and Oscar Hammerstein and Jerome Kern. Monte Brice will direct, Bill Rowland supervising.

Par is releasing the firm's second feature, 'Take a Chance,' Oct. 27. Its New York date set for the Paramount.

PAR'S ETHER SHORT

Paramount will use its news laboratory on West 43rd street, New York, as a studio for production of a musical one-reeler with an all-radio cast.

Line-up will contain the X Sisters, Molasses and January, Vaughn DeLeath, Poet Prince and Mary Small. All but Miss DeLeath were set with Par by NBC.

WB TESTING COLEMAN

Charles Coleman, baritone from legit, was tested in New York last week by Warners. Coleman is currently in 'Amorette,' musical. Joe Schoenfeld arranged the test.

DOT DELL'S PAR CHANCE

Miss Universe of 1930, Dorothy Dell, who has worked with F. & M. units and in legit, goes picture via Par. Usual contract with options.

SAILINGS

Oct. 31 (New York to Paris), Sol Lesser (Die de France).
Oct. 7 (New York to Paris) Henri de la Falaise, Clifford Blanchard (Lafayette).

Oct. 7 (New York to Bermuda) Courtney Burr, Dude Harris (Monarch of Bermuda).

Oct. 7 (New York to Paris), Jack Barstine (Franconia).

Oct. 5 (New York to Berlin) Richard Elieberg, Arnold Pressburg (Bremen).

Oct. 5 (New York to California) Symon Gould (Pres, Monroe).

Oct. 4 (New York to London) Fred Astaire (Berengaria).

Sept. 30 (London to New York) E. H. Sothern, I.A.R. Wylie (Aquitania).



WILL MAHONEY

The Cincinnati 'Times-Star' said: 'Will Mahoney's dance on the Xylophone is one of the best achievements seen in the theatre. His dancing is cause for admiration, but that tap dance on the Mahoneyphone is worthy of amazement.'

All Communications Direct to WILL MAHONEY, 54 Malibu Beach Pacific Palisades, Calif.

Barristers Missing Agent Biz, and May Trek from Hollywood

Hollywood, Oct. 9. Hollywood attorneys are on the fence whether to stay in Hollywood or follow the trek of agents to Beverly Hills.

Lawyers count on the 10 percenters for a good part of their business. With about half the agency dealings now conducted in Beverly Hills, and the remaining Hollywood agents pricing rentals there, the counsellors want to chase out after their clients.

Beverly Hills, however, is still chiefly a residence town with little other business transacted there, and the legalities would have to do plenty of pioneering. So far no big attorneys have moved.

Exodus of agents to Beverly is hurting Hollywood business considerably. Example was the moving of Joyce-Selznick office from Vine and Hollywood boulevard to Beverly. Agency employed 25 people, occupied an entire floor in an office building, and brought hundreds of people to the corner daily in the ordinary course of business. Merchants, particularly in the building, are missing their trade.

Cheaper rent, taxes and license fees are attracting the agents to Beverly.

Garnett and Ex-Wife Back West, but Not Together

Tay Garnett, Universal director, who made 'S.O.S. Iceberg' abroad, has returned to Universal City. He came in on the S. S. Berengaria.

His ex-wife, Fatsy Ruth Miller, who divorced the director in Vienna, left for her home in Hollywood Saturday (7). She came back to the states on the same boat with her ex-director-husband.

Colleen Moore, Ex-Film Factory Hand, Learns About Art and Forgets It

O. May OK 'Baby Face'

Columbus, Oct. 9. Ohio film censors understood to have undergone a turn of mind about 'Baby Face' (WB), which they flatly rejected at first. Feeling in trade is that the picture will soon be approved for immediate release in this state.

Jack White, Al Christie Producing at Astoria

Jack White and Al Christie are making series of shorts for Educational at the ERPI (old Paramount) studios at Astoria, L. I., for Fox release. White is on the musical shorts and Christie the straight comedies.

Mosconi Brothers will do the dance staging for the White series. His first with Lillian Roth and Ernest Truex starts this week.

So Wat!

Hollywood, Oct. 9. Although Lupe Velez and Johnny Weissmuller obtained a marriage license Saturday (7) in Las Vegas, Nevada, no record of a marriage has been discovered, with actress stating that her manager 'will make a statement at the proper time.'

Ray Long-Cohn to East, Report Spingold Dispute

Hollywood, Oct. 9. Ray Long, Columbia Pictures' new story head on the Coast, arrives in New York with Harry Cohn from Hollywood early this week. Cohn is said to be coming in to straighten out a wrangle with Nate Spingold, who joined his organization early this year, over some stock.

Spingold is reported to be claiming an option on 10,000 shares of stock at a certain price as part of an understanding if his affiliation with Columbia continued after six months.

COLORING TRIVERS

Hollywood, Oct. 9. Second two-reel assignment for Barry Trivers at Warners is to write 'Centerville Folies,' color short. His first, 'Not Tonight, Josephine,' went into work today (9).

Harkrider 'Showboating'

Hollywood, Oct. 9. Jack Harkrider will design the costumes for 'Showboat' at Universal. Just returned from the east. Before that did 'Roman Scandal' clothes.

Those Expensive Air-Buggies

Yet Film Toppers Setting Pace with Twenty Grand Limousines

Hollywood, Oct. 9.

said, 'when Hollywood starts a fad, the rest of the world follows.' If this adage is carried out is this instance, there will be plenty of big pocketbooks as the pic moguls have gone in for airplanes.

Already more than 25 celebs are owners of air limousines. Among those included in this group, of which the greater majority are pilots, are Henry King, Hal Roach, Wallace Beery, Ken Maynard, Ben Lyon, Clarence Brown, Arthur Loew and Hoot Gibson.

These air-minded film personalities are no pikers when it comes to owning the best and many of them have laid down plenty of dough, just to be in the clique.

How long this fad will last is a toss-up, but with the aviation biz rapidly gaining the top-rung, they may figure on keeping the ships to

use commercially when their b. o. appeal does a tail-spin. Many are making the yen useful and are using their sky-uggies when on distant locations to spend week-ends at home.

'Beginners in this biz, if they intend to do it up thoroughly, are finding it very costly. The starter is the license, which runs \$250 and up. Then comes the big lump, when they plunk down better than 20 grand for the ship, the calibre used in the film colony. After that it is only a matter of renting a hangar, which is based on footage-rate. Average cost is \$25 a month. If there is any extra dough left, then you can go flying. Those not in the heavy dough are using the renting system after getting their license and this sets them back approximately \$25 a hour.

So far, no one has earnestly gone in for gliders or auto-gyros.

By CECILIA AGER

While Colleen Moore was biding her time in Hollywood last year, waiting for Metro to put her in a picture, she used to go to pictures every day. If she could find a double feature bill, so much the better. Miss Moore was catching up on her home work.

She'd been out pictures for three years, now Metro had signed her on a year's contract, and Miss Moore wanted to be all ready when she came—and Miss Moore prayed it would come soon—that she would be told they'd found a story for her, so report to work. Acting for pictures had changed since last Miss Moore had graced the screen; she'd better, she said to herself, find out how.

She was full of enthusiasm in those days. That nice contract with that nice Metro. An art studio, she'd been told, and she'd always worked in a factory before. It would be good for her, she felt, to put her future in the hands of art. And so, though other studios at the time talked to her of contracts at higher salaries, she signed with Metro. She wanted art.

As the months went by while she drew her salary but no assignments, while stories were being written for her and then discarded as too this or too that she began to wonder: did she do right? Does art mean waiting six months while riffs of writers cash their turn at tinkering with a script, only to shelve it at the end?

She recalled her factory experience, remembered how while she was shooting one picture, its successor was ready for her, so that her week between pictures was spent in costume fittings for the next. No wondering, no waiting, no confidence-assailing doubts that maybe there was something the matter with her that no story would suit her. Oh, of course, they were trying, all right. They always told her in costume fittings that she was doing well, but when she'd walk into the front office and ask pleadingly, well what about me?

Now that it's all over, now that that year ended with Mr. Lasky luckily borrowing her for the finish of her Metro contract, now that she's signed to do pictures for Radio, she looks back on it all and thinks maybe she ought to be grateful for that experience, at that. It taught her a lot of things she'd never known before.

Waiting, she had the time, the leisure to study the time to study them carefully, to note how acting's changed since her silent apprenticeship. She was brought up in a school of pantomime, where everything was said with the hands and eyes. People asked all over the place in those days, emoted, carried on—the heavier the better. But today, she discovered, what an actress suppressed was what affected the audience the most. Let her act as was acting, and they didn't give a darn; let her keep it all inside, let her feel deeply, honestly, quietly—and it broke through to them.

Bottled-Up Acting
Miss Moore took it all in, and made some resolutions. When her chance came, she knew now what she was going to do. Above all, to be casual. Not to show down, smidge of emotion, but hold it down, smidge. Restrained, to a secret, and out in half again, and then maybe it would be right, maybe it would be truly moving. She tried it in 'The Power and the Glory.' It must have worked, for she's signed again. She learned too, that an actress needs a manager. She got herself one. The better you know picture producers and executives, she believes, the more important it is that someone else handle your business dealings with them. You can't fight, insist upon your rights when you're talking to your friends—but your manager can.

So, though her return to the screen was delayed another year—and each year in an actress's life is precious—she got something out of it anyway. She knows now about art—and that she can do without it. She's regained all her respect for pictures made at a price, and for factories. They turn out their pictures on schedule, and their actresses act.

H'WOOD'S PATHETIC CLAN

Ten Dance Directors Have Corner On Staging in Musical Pictures

Hollywood, Oct. 9. Through the cycle of musical pictures, started by Warners' '42nd Street,' and during which a dozen have reached the screen with more to follow, dance directing until recently was a closed shop with four men, Busby Berkeley, Larry Ceballos, LeRoy Prinz and Sammy Lee having a corner on the business.

Until several months ago, studios believed that only two dance directors existed, Berkeley and Ceballos. Since that time, the others have gained recognition.

Albertina Rasch, brought here by Metro, and Coleanette are the only ballet producers working in pictures. Recently other dance producers have been edging into the corner. Seymour Felix did the Marx Brothers' picture, 'Duck Soup.' Bud Murray has been engaged for Charles R. Rogers' 'Eight Girls in a Boat.' Jack Haskell is working on one for Bryan Foy. Dave Bennett recently returned to the coast and is dickering for a Metro job. Bennett was the first name director to hit pictures when the first musical craze got started and Felix was out here a few years ago with 'Sunnyside Up' his main contribution.

10 Sewed Up

Those 10, however, have what dance producing there is in pictures sewed up. Berkeley built a rep through his Warner and Goldwyn pictures. He specializes in big productions using around 100 girls. He and Prinz both try to give effect production to dance numbers using only 12 or 15 girls. Sammy Lee's first large production will be Metro's 'Dancing Lady.' Lee, under contract to Fox, will do 'Movietone Follies' for that studio.

Battle of the dance directors has been hot and heavy at times, with few of them ready to admit that the other fellow has anything. Most of the animosity has been caused by the studios' lack of knowledge of number production, the major lots feeling that only one or two men knew how to transfer a musical number to the screen. Then, too, studios were warring, unpardoned when musicals did a revival.

Only Ceballos, who had been staging presentations for Fanchon & Marco, and Prinz, who did several musical shows here, were on the coast. Both had had previous picture experience and were known to the studios. However, despite Prinz' rep, he only landed his first picture, 'Too Much Harmony,' several weeks ago. His work on the picture landed him a term contract.

Lee's Small Chance

Despite being on the Fox lot for two years, Lee has had little chance to do anything spectacular, due to the studio being against musicals in the past. Recently, the two Lillian Harvey pictures, 'My Lips Betray' and 'My Weakness,' have given him a small opportunity to break loose. 'Movietone Follies' and George White's 'Scandals' should further give this dance stager a chance to go to town.

2 Auto Victims, Lyle

Talbot Quite Critical

Hollywood, Oct. 9. The condition of Lyle Talbot, critically injured Sunday (8) in an auto crash, is reported improved today (9) at the Cedars of Lebanon hospital.

Director W. S. Van Dyke was also bruised in traffic Sunday.

Tough 'Angel'

Hollywood, Oct. 9. After completing 19 scripts of 'I Married an Angel,' Metro has decided to abandon the musical for a while and try again later. Jeannette MacDonald, originally scheduled to be the angel, will be given another assignment.

Sime's Will

The will of Ima Silverman, founder of VARIETY, discloses that he has left 300 shares of the capital stock of his corporation to eight members of his staff. The remainder of the estate, valued at more than \$10,000, is divided among his family.

The boys who will share in the VARIETY stock are Abel Green, Harold Ericks, Louis Rydell, and Hal Halperin, each of whom receives in trust 50 shares. Joshua Lowe, Jack Pulaaski, Joe Bigelow and Bob Landry, who receive 25 shares each. They will hold this stock outright at the age of 50 if still in the employ of VARIETY, and if they die while in the employ of the paper their widows are to get the income for life. This stock eventually reverts to the estate.

The will, drawn April 16, 1931, stipulates that Mrs. Silverman, the widow, is to have one-half the estate, but excepts stock in VARIETY and the paper's office building in New York. Mrs. Silverman is also bequeathed a life estate in twenty-six-fiftieths of the residuary estate. Upon her death this trust passes to the son, Sid, who also receives 25 shares of the VARIETY stock and who is named executor and trustee without bond.

Mrs. Rachel Silverman, Sime's mother, is given the income for life of sixteen-fiftieths of the residue and after her death the principal goes to Mrs. Marie Saxon Silverman, the daughter-in-law.

Miss Anne Silverman, a sister, is given the income from eight-fiftieths and in the event of her death the principal is to be divided between a brother, George, and another sister, Mrs. Moses Goldsmith.

Sarah Lochs, a servant in the family for years, is given a cash sum.

The will waives claim to any financial obligation owed Sime by members of the family and directs that the executor not enforce such claims.

QUESTION CANTOR IN WINCHELL LIBEL SUIT

Supreme Court Justice Dore in New York last week agreed to let counsel for Walter Winchell take air mail testimony from Eddie Cantor in connection with the columnist's defense from the \$245,000 libel suit brought against him by the Fleetwood Foundation, Inc. Court also consented to delay trial of the action until a week after the return of Cantor's statement.

Litigation grew out of a columnist slap Winchell took at those behind the promotion of a beach club near Long Beach, L. I. Proposition had Walter Cantor and Mark Hellinger as among those on the board of directors, and while the drive for membership was on Winchell declared himself in print as out of the thing and described it as a stock-selling scheme. Group who filed suit set by mail claim granted Winchell's implications ruined their chances of succeeding with the project.

Idea of last week's motion on the part of Winchell's counsel was to have Cantor, now in Hollywood, answer a list of questions submitted him by mail. Claim granted by Justice Dore stipulated that the Fleetwood bunch be allowed the privilege of sending Cantor a list of cross-questions.

Court consented to the week's delay of trial, dating from receipt of Cantor's answers, with the provision that Winchell and the N. Y. 'Daily Mirror,' which is named as co-defendant, carry the long distance thing through as quickly as possible.

OUTLOOK DIM FOR STAND-INS

Few Make Good on Screen, with Future Employment Leading to Positions as Valets and Maids

AMBITIOUS, BUT—

Hollywood, Oct. 9. Another chapter of the unsung heroes of the screen involves those who stand in daily and go through all the preparatory posing and acting for the stars, only to step out of the picture when the real scenes are to be photographed, allowing the screen's great to take their rightful places before the camera. It is doubtful if there is a stand-in in Hollywood who doesn't think that he or she could do the scene much better than the star for whom they work, but that's another story, usually one of stultified ambition or bad breaks.

Stand-ins first entered pictures when screen stars became temperamental over delays in getting scenes photographed. Someone who looked like the star, was of the same build, not necessarily a double, was engaged to take the star's place under the hotlights while the lighting and camera were arranged. When this was completed the star stepped in, the stand-in out.

No more pathetic figure exists in Hollywood currently than Sue Kellogg, stand-in for Charlotte Henry, who was finally selected as Alice for Paramount's 'Alice in Wonderland.' Miss Kellogg was the runner-up in the search, almost had the part clinched until Miss Henry came along. The Kellogg girl had lived the Alice part for a year, ever since the picture was first proposed. When Miss Henry was finally selected, Miss Kellogg pleaded with the studio to give her the stand-in job. Now she does everything but act Alice. When Miss Henry works, she stands on the sidelines with a forlorn look, possibly imagining how well she could have played the part.

Few stand-ins ever get far in pictures. Most of them after a while in pictures become glorified valets or maids. Stars become attached to them and want 'em around, giving them extra recompense to take care of personal affairs.

Salary for the stand-inners runs from \$30 to \$40 weekly, with few getting more than the last amount. According to their value to the star, they are sometimes kept on salary between pictures, but most of them work from picture-to-picture, with extra work filling in between their stand-in jobs.

Unless things are tough, and food must be eaten, extras shy from stand-in jobs, fearing they will become type-cast as such and possibilities of a career are curbed. They'd rather miss a few meals than take a chance on becoming what they consider a feudal chattel.

NO DUMB MIKE GAB

At Mae West Opening Stale Stereotype Out

Hollywood, Efforts continue to stop film censors coming up to the mike at those calcium-premieres-and-saying-the same line, 'I'm glad to be here and I know it will be a good picture.'

For the Mae West 'I'm No Angel' opener at the Chinese, Oct. 12, no one will be allowed at the mike unless 'impromptu' speech has been previously written by the Paramount publicity department.

Broadcast goes out over KNX, first opening blurb from this station for more than a year.

Hungry Need for New Film Faces, Every Studio on Talent Hunt

Triple Threat

Hollywood, Oct. 9. Marlene Dietrich, with the help of Josef von Sternberg, ducked the press on her return to Hollywood. It took a Rolls-Royce, Ford and a Buick to pull the trick, with the director going to Ludlow, Calif., where he joined the train. Second auto jumped to another station to get Miss Dietrich, while the third picked up the baggage at San Bernar.

STUDIOS REVIVE SCHOOL SYSTEM

Hollywood, Oct. 9. With Sidney R. Kent ordering a talent school established at Fox, all major studios, with the exception of Radio, have reinstituted the schooling system for budding talent, although the idea had been considered not so hot for several years. First school was established by Paramount seven years ago at the Long Island studio. Buddy Rogers and Thelma Todd became its most notable alumni. Later all studios developed the school idea, which was dropped three years ago as non-productive.

Metro, Universal, Paramount and Warners have all decided that if youngsters are to be developed for the screen, they must have a reasonable amount of training in the studios. School idea is not a standardized course in acting, but a chance for the embryo to develop their personalities or have personal allies thrust upon them. Only detailed part of the curriculum is voice placement and English which is meted out to the kids by coaches.

Rest of the training consists of bit work and later, as they develop, small parts. Most of the kids must show some sort of promise at the end of the third month in the studio or be dropped.

Metro, while getting screen training is never over \$50 weekly. Metro in some cases pays as low as \$30 weekly. Usually they get optional contracts when they enter the school which, with gradual salary lifts, rarely gets above \$300 within five years.

At present there are about 60 youngsters in training at the various studios with each company satisfied if one out of its school makes the grade.

Morris Ankrum, writer-player-director, will conduct Fox school, assisted by Lillian Barkley, dramatic coach. The company, now including June Vasek, Betty Bryson, Dixie Francis and Blanca Vischer, stages one-act plays. Tests are made twice a month.

Farnum Lands Schnoz

Hollywood, Oct. 9. Jimmy Durante has gotten a manager for himself in Ralph G. Farnum, the future will handle well-dressed man for stage and pictures.

Lou Clayton, who has been guiding the Schnozzola Bros. Clayton, Jackson and Durante, broke up continues as Durante's personal rep.

Farnum's lengthy association with Will Mahoney has been severed. Both are on the coast, with word emanating from there that one of the theatre's best known actor-agent business and personal relationships had ended.

In hopes of finding featured talent that can be eventually developed into star material, all majors are on the widest search in picture history for new faces. Scouts are going into all fields which might possibly yield screen personalities. This includes not only the stage, radio and music, but non-theatrical fields in search for beauty winners, models, etc., who may be nurtured into feature or star ratings.

Realization has come to virtually every company in the industry, and concurrently, that new above-title names are needed to replace old, well-worn box-office names, many of which are beginning to show signs of waning.

Paramount, Warner Bros., RKO and 20th Century, latter new, are handing out the largest number of contracts just now, with Metro a close competitor in that direction. These companies are going far afield in quest of faces to freshen the screen horizon.

Old Percentage. Though signing a large number of people, most all of them young folks, to contracts reading three or six months with options, the studios figure that if one or two potential stars can be developed from the batch, it would be worth the effort. Talents are not as difficult as two years ago, at which time the majors were not so alarmed at the lack of new material coming forward.

About five years ago a rather large batch got their chance, with most of the majors then on a new face spree. Many in that batch failed to arrive as star material though given many worthwhile featuring parts and, it appears, may be given up altogether now in favor of a new crowd.

Majors, rather than carry certain featured players or use them in their own pictures, loan them to indies who formerly couldn't ask a major for loan of a 1907 set.

The present star array of the big studios is being weakened, it is felt, through majors overworking their best box-office personalities in order to protect storages.

EX-PATHE EXECUTIVES ALLIED IN DISTILLERY

Gloria Swanson office in New York has been shuttered, with no further activity contemplated for the time being. Tom De Haven, who occupied the office as Miss Swanson's personal rep, is off the payroll.

Delehanty has gone to Boston to join the National Distillery Products Co., which means he's out of show biz. Before joining Miss Swanson he was with Pathe as foreign rep. Quite a number of old Pathe execs have suddenly appeared on the salary lists of National Distillery, list including Pat Scollard, O'Leary and Ed Ballantyne.

Berlin Just Social

Irving Berlin files to the coast tomorrow (11) to visit Joseph M. Schenck and Max Winchell, who formerly managed the Berlin, Inc., music publishing business. Winslow is now a producer for Columbia.

The composer was offered the assignment of the score for the Sam Goldwyn picture version of 'The Wizard of Oz,' but Berlin has made no decision about it and adds that the Hollywood visit is not a business trip.

Fox Takes Colymist

Jimmy Starr's Novel

Hollywood, Oct. 9. Fox has purchased Jimmy Starr's novel, '365 Nights in Hollywood,' which the Hearst columnist wrote several years ago.

William Conselman to direct. Claire Trevor set for the cast.

Balaban-Trendle Status Quo, but Par Sets 3 New Partnerships Incl. 50 Houses to Hoblitzelle

First round in the court battle between John Balaban and George W. Trendle for partnership control with Paramount of latter's Detroit houses, many times postponed, was further delayed Friday (6) for a week to Friday (13). While court approval on this partnership was not back again, the trustees of Paramount Public and of Public Enterprises last week shot through three others setting up new corporate partnerships over various groups. These were the Karl Hoblitzelle, A. H. Blank and Hunter Perry operating alliances.

The Hoblitzelle partnership is the most involved of all since it groups subsidiary theatre companies of both Paramount Public and of Public Enterprises. As a result PE trustees went into the courts Thursday (5) to get approval on theatres under its control, while the Balaban trustees went to court Friday (6) for okay on swinging its directly-owned houses into the deal.

The Par-Public trustees are concerned in the Dent circuit of around 50 houses, split up into subsidiaries of Dent Theatres, Inc.

Parent companies were obtained approval for participation by Dent and itself in the Hoblitzelle deal, after PE the day before had received ratification for inclusion of its subsidiaries, Southern Enterprises, Inc., and Dallas Realty & Building Co. Both companies operate in Texas and have been separate and distinct up to now.

How Financed

Under the Dent transfer, a new corporation will be set up and the stock of all Dent subsidiaries transferred to it. Dent Theatres, Inc., will sell all its Class A stock to the new company, later in turn giving P-P \$1,500,000 in 5% income debentures. Of this amount, \$300,000 will be redeemable within 20 years at 2 1/2%, while \$700,000 will be redeemable also in 20 years, at 5%.

Dent Theatres, Inc., keeps its Class B stock, selling the Class A to Hoblitzelle for \$50,000 in cash.

The theatres of the Dent group are in Texas and New Mexico.

Those under the part of the deal in which PE participates are in other parts of Texas and Arkansas and Oklahoma. Under that portion of the complex partnership merging Hoblitzelle and Public Enterprises, Hoblitzelle pays Public Enterprises \$25,000 in cash and the trustees receive \$700,000 in income debentures of the new company, plus one-half of the common stock of the Interstate Circuit.

Blank, Perry Deals

The A. H. Blank partnership in Iowa and Nebraska subsidiaries which include three that are in bankruptcy and against which Par has claims of \$1,500,000, plus a similar stock investment, also calls for organization of a new corporation. To it Par will assign its claims and stock interest. In return for \$300,000 in income debentures of the new company, together with half of the common stock. Blank also puts up \$25,000 personally.

All the theatres involved are in the PE family.

The other partnership approved is with Hunter Perry, of theatres in which he has had interest all along, including Virginia-Tennessee, Public-Virginia and Public-Newport News, Inc., all subsidiary to PE.

When a new corporation is formed it will issue \$125,000 in income debentures to PE, plus 1/2% of the common stock, Perry retaining 49% and paying into PE the sum of \$10,000 on the deal.

New corporations to be set up over these three subsidiaries are not named as yet but will be incorporated as quickly as possible, according to trustee reports.

Some delay in setup of Hoblitzelle, Blank and Perry deals have been caused by the large amount of work involved in drawing debentures, etc.

Title Changes

Hollywood, Oct. 9.

Universal has substituted 'Horreplay' for 'Tin Pante' as the title of the forthcoming Summerville-Pitts feature.

Same studio is hunting for a new handle to put on 'Kid Gloves.'

Zukor, Better, Back

Able to travel but not sufficiently recovered as yet to resume former activity, Adolph Zukor returned to New York yesterday (Monday) from Hollywood where he spent several weeks in a local hospital.

Mrs. Zukor, who rushed to the coast on learning of the Par president's illness, returned east with him.

BLUMBERG ADDS PALACE, 105TH

Cleveland,

N. J. Blumberg was here last week to take the Palace and 105th St. theatres under his jurisdiction.

With the addition of these two theatres, Blumberg's division will run from Cleveland west to Omaha, taking in about 18 houses. This is the integral portion of the circuit as part of the old Orpheum group.

Also reported that Blumberg may take the two RKO houses out on the Coast.

RKO'S \$750,000 CREDIT VIA CONSOLIDATED LAB

Under a deal effective as of Oct. 1, RKO is reported having negotiated for itself a revolving credit of some \$750,000 with Consolidated Laboratory. This credit goes along with a renewal of the company's printing deal with Consolidated for an additional year.

Officially it is given that it is the intention of RKO to continue having all branches live rigidly within income, and that \$750,000 credit may remain untouched.

This lends impetus to predictions that the present state of receivership of RKO may be washed up soon.

DIETZ BACK

After five months on the coast working on the Metro musical, 'Hollywood Party,' Howard Dietz returned to the home office yesterday (Monday) by plane.

MG's ad pub director is doing a Broadway musical for Rowland Stebbins, 'Three Corners Hat.'

Fowler Works for Sheriff

Getting Hollywood Coin to Do Story on His Father

Hollywood, Oct. 9.

Ahead of the sheriff by \$400, Gene Fowler is feeling the call of affluence and is planning a trip to Europe to write a new novel based on his old man.

Fowler landed here four weeks ago by plane from New York to do the adaptation of 'Operative 13' for Metro. He burned to a crisp when he got off the plane. Tucked away in a vest pocket, he found a \$100 bill. It's a well known fact that the Dude from Denver refuses to work unless he is broke with at least two sheriffs on his trail.

Finding the century note almost had Metro in a lark. Fowler pouted and smirked and couldn't see why any man should work with 100 mags to his name. Finally it was arranged that no one would know of his wealth, and that the studio would keep his secret. If the secret got out, Fowler threatened to quit Hollywood and go back and sit on his sandbar at Fire Island until the hundred disappeared.



O. O. McIntyre, says: 'Great Barrington, Vt., second oldest town in the Berkshires, welcomes with shaded streets of elm and cooper beeches. It is still current with ancient piety. There is a coyness and Browning Society culture into which commerce makes little inroads. The oldest house, gallantly preserved, was the home of the poet Bryant. An old print of him is a double for York of York and King.'

YORK and KING
Direction: Curtis & Allen
Palace, New York, This Wk. (Oct. 8)

Picking Handle for Mushroom Indies Like Naming the 20th Kid

Hollywood, Oct. 9.

As hard as finding selling titles for pictures is picking names for the flock of new independent companies that are organizing here. No matter how hard the boys try, the best handle they can figure out is generally minus the kick they want. They admit it themselves.

Because of inability to think up anything new, the indies are going back to the early days and taking names from companies in which they were formerly associated, or that have gone out of business.

After a handle is set, officers of the company try to create a main title insignia that will stand out. Then the brain exercising starts all over again.

KATZ MOVING IN ON THEATRE OPERATION

Beginning to take a closer interest in the theatres which his trio of boys, Milt Feld, Dave Chalkin and Harry Katz, are operating as Monarch Theatres, it is expected Sam Katz will stick to this field rather than production.

It has been maintained all along that Sam Katz was in no way interested in theatres, that this was something his brother, Harry, together with the Feld-Chalkin team, were sponsoring themselves.

Further Legal Harassment to Par May Be Zirn's Next Court Procedure

Finis for Hughes

Hollywood, Oct. 9.

Howard Hughes, fair haired boy of pictures, who dropped \$4-7,000,000 washed up with industry when he disposed last week of assets of Multicolor at auction which brought 10c on the dollar. All that remains in his possession are negatives of such pictures as 'Scarface' and 'Hell's Angels' and rights to 'Dangerous Ways,' 'Queer People,' 'Titanic' and 'Zeppelin.'

Hughes is expected to liquidate on these properties shortly.

7TH AVE. ROXY RETAINS NAME

The old Roxy, on Seventh avenue, New York, retains the sole right to the use of the name 'Roxy.' This was finally determined Monday (9) when the U. S. Supreme Court declined to entertain an appeal by RKO and S. L. Rothafel (Roxy) from a decision of the U. S. Circuit Court (N.Y.) last May granting the old Roxy that exclusive privilege.

No opinion was handed down with the decision, so far as New York advises indicate. RKO and Roxy sought to have the Circuit Court decision reversed. Under that decision RKO is enjoined from using the Roxy name except on the smaller of the two Radio City theatres.

Apparently the RKO people surmised the futility of their attempt to have the injunction against them and Rothafel vacated, for about a month ago, it was officially announced that the smaller of the two R. C. spots would soon be decorated with a new name—the Centre theatre.

The fight over the use of the name Roxy has been in the swing as between RKO and Rothafel on the one hand and the old Roxy (Seventh avenue) for nearly a year and even before the Radio City houses were opened. The decision of the U. S. Supreme Court declining to hear an appeal by RKO and Rothafel closes the legal squabble for all times.

'Show Boat' Originals Up on U Remake Test

Universal, through Bob Harris in the east, is testing Aunt Jemima and Jules Bledsoe of the original 'Show Boat' cast for Frank Borzage's remake of the Edna Ferber-Jerome Kern operetta.

Charles Winninger is also being approached, but he wants \$5,000 a week with a four-week minimum to re-create his Cap'n Andy for the screen. Helen Morgan and Sammy White likewise are being talked to east, latter (same his ex-wife and partner, Eva Puck) going to the coast on spec shortly.

U will probably spot Irene Dunne and John Boles or Guy Robertson for the leads, idea being to include a couple of flicker names. Robertson is under B. P. Schulberg's contract and is on the coast, but hasn't been called for any assignment as yet.

Schulberg's 8 for Par

B. P. Schulberg resumes production in Hollywood, making a series of eight this season for Paramount release. First of the group a story called 'Reunion.'

Returning 10 days ago from his European vacation, he left New York Thursday (5) for the Coast. Sylvia Sidney, despite her walk on the Chevalier picture, 'Way to Love,' left New York Friday (6) to return to the coast for Par. She goes into Schulberg's 'Reunion.'

Efforts to drag Paramount back in the courts on its bankruptcy may be initiated by Samuel Zirn as a result of his failure so far before the referee in bankruptcy to make any headway in questioning officials of Par, and Referee H. K. Davis' ruling last week that Zirn will be limited to tomorrow's hearing (Wednesday). Zirn had asked for five or six days in which to question Ralph A. Kohn and Austin G. Keough as well as other officials or former officials of Par which he wished produced, including Adolph Zukor, John D. Hertz, Sidney R. Kent and Sam Katz.

Although Zirn previously went into the courts, both U. S. District and the Circuit Court of Appeals, on motions of various kinds seeking to upset the bankruptcy and unseat Henry K. Davis as the referee, he has recently counted on an exhaustive examination of officials, open to any creditor representative, in his fight in behalf of bondholders.

That CBS Deal

To date he has been held down severely. Referee Davis last week ruling at a resumed hearing that Zirn was covering ground which already had been gone into for the record. Among these is the Par deal with the Columbia Broadcasting System, turning back its 50% interest in the radio company, which had been entered for the record a long time back on questioning of Kohn by attorneys of the Par trustees.

Among things which filed Zirn is that when those matters were being gone over, with Par's own trustee attorneys doing all the questioning, independent counsel was not permitted to take any but a very perfunctory hand in the questioning.

Zirn, who also attacks the large bonuses of Par executives in 1929 and 1930 and disapproves of the A. C. Biumental settlement, states that an audit of Par as of March, 1932, is being made independently to determine whether Par had any surplus and whether the deal with CBS, by which Par bought back its own stock, was valid or not.

Due to being limited to tomorrow's hearing with no further questioning by Zirn apparently to be allowed by the referee, it is possible recourse may be taken in the courts, Referee Davis, in fits with Zirn, has often pointed out that he always had the courts to turn to.

If this audit under preparation shows Par did not have a surplus in March, 1932, at the time of the CBS turnback, it is promised suits will follow.

The Zukor contract, asked for by Zirn entered for the record at last week's hearing but not discussed.

TAB 'POST' PLANNING GRATIS FILM GUIDE

The N. Y. evening Post, now printed in tabloid size, will shortly begin publication of a daily directory of picture houses in the metropolitan New York zone, listing first runs and the more important subsequent releases, together with pictures on display. The paper will not charge the theatres, intending the directory distinctly as a service to 'Post' readers who have difficulty in finding certain pictures after they leave Broadway.

The 'Times' once wanted to start a theatre directory and to charge all houses for it. 'Sun' at another time considered the same idea, also never starting it.

Since the 'Post' went tab it has been carrying more film display copy, largely through having cut its rate. Its circulation since going tab has increased 22,000, it is reported.

Wyler Gets 'Gold'

Hollywood, Oct. 9.

William Wyler is slated to direct 'Sutter's Gold' for Universal after completing 'Counsell at Law.'

Universal intends to make 'Sutter's Gold' a special for early spring release. George O'Neill is writing the screen play from Blaise Cendrars' novel.

CODE DUCKS BIG FILM PAY

Estimated \$345,000,000 Claims on Par Will Be Pared Down to \$70,000,000; Those 99-Year Leases Run It Up

With total claims filed against Paramount Public estimated to amount to around \$345,000,000, it begins to look like the reorganization of the company may be put off for two months or more until the claims are finally and definitely sorted and weighed.

Hard to gauge the full meaning of such an unprecedented total. Apparently creditors just threw in everything possible and much of the figure very probably comprises claims for future rents and like obligations. Referee H. K. Davis sitting on the Par bankruptcy issue, has ruled against claims for future rents. Court records are stated to uphold that opinion.

That way the \$345,000,000 will be trimmed plenty and in the end may be cut down to around \$70,000,000 or under. This is the approximate figure which the company people and trustees look to have finally approved considering all claims involved and in the aggregate.

Those extended 99-year ground leases, etc., obviously run the claims, if and when for total value, up to such dizzy proportions.

Among the biggest claims filed are one for around \$172,000,000 against the Broadway Paramount Building and another \$400,000,000 against the latter's attorneys. That's on account of the total bond issues, stated to be outstanding against the building, being only around \$3,750,000. These bonds are presently in default.

Recently an operating lease on the theatre was arranged with the bondholders' committee. This is on a percentage basis. The rent under this new deal is at 12 1/2%. That's on a basis of \$50,000 gross weekly. This would mean the rent payable at around \$3,750 weekly on that kind of income.

However, estimates of the theatre's grosses during the past year would net the Broadway Par an average net of under \$4,000, or around \$200,000 yearly. This figure isn't calculated as sufficient to meet the interest on the bonds outstanding. The bond interest alone amounts maybe to over \$500,000 annually.

Bonds on the Broadway Paramount being presently in default, neither the theatre nor the building are doing sufficiently to pay the operating overhead of both.

On the Paramount building, it is said, the operating costs amount to somewhere around \$400,000 annually. That includes about everything from insurance to taxes and the building.

Another unusually large claim is that for \$23,000,000 by the Allied Owners. His amount is supposed to cover Allied claims on buildings in various parts of the country, including the Brooklyn Paramount, Birmingham, Glen Falls, N. Y. and Fremont, O., headed Par property in Jacksonville. Apparently these properties are those which Allied built for Par.

Analysis would conjecture that this figure also comprises claims for future rent and such, as the original claim filed by Allied was only for around \$7,000,000. Looks like Allied changed its mind afterward.

Smoothing out all these claims with their enlarged figures looks to take plenty of effort and time on the part of the Par trustees as well as Referee Davis, to unravel.

'3 Little Pigs'

'Three Little Pigs' is proving the most unique picture property in history. It's particularly unique because it's a cartoon running less than 10 minutes, yet providing box office draft comparable to a feature, as demonstrated by the numerous repeats.

Playing time cartoon has and is continuing to get, is undoubtedly due in no small part to the tune, 'Who's Afraid of the Big, Bad Wolf.' First shown at the Radio City Music Hall, N. Y., week of May 25, the haunting 'Big, Bad Wolf' strain figured eventually in theatres bringing it back for repeats and ballyhooing those repeats. The Music Hall has played it twice, the Translux six times and the Old Roxey four, with the coming week a planned fifth, all on Broadway. Theatres in other cities and neighborhoods have also given it return play-datings. The same Disney turned out a Silly Symphony which previously had front rank but now takes a back seat to 'Pigs.' That was 'The Skeleton.'

FOX STARTING EARLY TO SET '34 PROGRAM

Fox will start planning its 1934-'35 program, together with purchase of material, as early as next month (November). What it buys this fall and winter would not see production at earliest until late next spring for August, 1934, release.

During the past two years or so, majors have delayed purchase of stories as late as possible for reasons of timeliness.

D. A. Doran is on the Coast now to line up the final four stories on this year's producing schedule. On his return east, with the complete Fox program this season set, he will start working on material for '34-'35.

Cohen Will Go Freelance, Reoch as RKO R.E. Head

Louis Cohen, with RKO this past week as head of that company's realty department. He will free lance in the future. For the past month he has been acting in an advisory capacity for RKO. He resigned his position as of Sept. 1. Al Reoch is the new head of the RKO real estate division.

Milton Maier, of the RKO's legal staff, has been transferred to Reoch's division to handle leases and managerial pools under Reoch. H. B. Radtke remains in his former capacity of handling commercial realty matters, while Charles W. Whitney, Jr., is on taxes. Bonds, mortgages and general information is handled by J. F. Lebor.

ARCH BOWLES IN N. Y.

San Francisco, Oct. 9. Arch M. Bowles, district chief of Fox-West Coast, is in New York for the pow wow between Marco, Harry Arthur, the Skouras brothers and Reeves Espey.

Subject of Marco's two shows in Fiske-one at his own Orpheum and other at F.W.C.'s Warfield will come up at the confab, it is expected.

'BRAINS, TALENT BEYOND REACH'

But Hollywood Won't Trumpet Any More Telephone Numbers — Formula's Diplomatic Language Expected to Provide an Out to Vexed Problem, Like Ethics Code

9 AND 10 ARE MUST

Washington, Oct. 9. The brains and talents of the industry are still good for big money. This is Deputy Administrator Sol A. Rosenblatt's official statement to VARIETY at 5:30 p. m. tonight (Monday).

In an industry move to appease the government, Hollywood press agents will be instructed to play down salaries, but nothing official to curb high-compensation-for-stars, executives, et al. can and will be incorporated in the film code. There may be an ambiguously phrased clause included as an out, but it is more or less officially understood that the tenor of it will be diplomatically phrased.

This is understood to mean that the sky is still tops so far as remuneration for creative talents is concerned.

Articles 9 and 10 concerning salaries, star raiding and agents cannot be sidetracked to the Code Authority, but must be complete and ironed out before the second and final draft of the Government's code will be submitted to the industry.

At the same time the Government has abandoned any hope of getting the second revision completed by this Wednesday (11), as was originally hoped for over the week-end and as was extensively broadcast today by the news services of the country.

Some 12,000,000 jobless people don't enjoy reading about fabulous picture incomes. So shortly they may be perusing lengthy statements about voluntary top wage reductions in film and Hollywood will likely, for a time anyway, have its name changed to 'Pauperville.' Out of a labyrinth of dizzy rumors and multitudinous versions of what the NRA boss said to major producers on Saturday and what he said to major lawyers yesterday, some of the industry's highest political contacts this afternoon presented this summary:

The Administration would like to see 'some of the fabulous salaries' come down but legally it cannot fix a scale of compensation for creative brains.

Officially and for the record no one will talk. The Deputy Administrator is warning all to keep mute except himself, and he will now address the entire press only at certain intervals, refusing private interviews and evading all reference to salary control and the Johnsonian sessions.

Just as the Hays moral codes for production and advertising are not incorporated specifically in the Government code, and just as the right to buy has been shunted to the 'grievance' committees, which in turn, from all indications, will come under a Hays majority code authority, so wise men of the industry, eagles and more fearful of name divorce than ever before, figure this big-salary thing will be handled accordingly.

President Roosevelt is mentioned in the salary matter. But company (Continued from page

'Looks Like a Hays Code' Still Goes, but Indies Are to Be Accorded Much Consideration

Smile, Suh!

During the run of 'Thunder Over Mexico,' the Sergei Eisenstein picture at the Rialto on Broadway, the Communists and radicals made it a problem for Ed Lenihan, the house manager.

Among the abuse and diplomatic imbrolios constantly facing Lenihan, the pay-off was the accusation that he was muscular intellectual. Lenihan still doesn't know how to take it.

Washington, Oct. 9. The NRA is attempting to soothe the little producer and exhibitor with a 'see how it works' slogan and a promise to do some correcting through the code authority. If film-doms formula boat leaks badly or threatens to sink after the launching, which may, or may not be within the next two weeks. VARIETY seven weeks ago said 'Looks Like a Hays Code,' giving the reasons, which are as good today as they were then.

Everything upon the code's committees. To them, particularly, the code authority, is relegated the headaches of the business. It is a foregone conclusion that Haystes will dominate the leniency vote. Already names of high codists in semi-official circulation and known to all, substantiate such control. They are not to be formally announced until code-signing day, whenever that is. The Indies' main hope—even those who are still talking about refusing to lend their signatures—is that government overseers on all of the boards will be wise men.

There have been so many promises from officialdom about code deadlines that dates mean comparatively little. Deputy Administrator Rosenblatt, who hopes to be able to choke off picture gab by this Wednesday, admitted as late as Saturday (7) that Article 10, the most important clause in the production end of the code, was far away from solution as it was a month ago. That same evening he finally marched all the majors into General Johnson's sanctum. It was the industry's first contact with the NRA boss. (Details of this session are in another story.) Right after it, however, Will Hays, who did not attend, but was on hand, grabbed a sleeper back to New York, saying that he was returning Monday.

Exhibitor attitudes are one so far as the code goes. But the government, seemingly isn't worrying about that phase. As time goes on the indie b.o. men are evidencing a willingness to accept crumbs from the code table. All those exhibs and small producers who walked out in regular convention style have walked back again, although they are still trying to describe as 'sur strategy' and that actually they're still more. There's no such thing as getting them to talk about any particular clause. They are still in a daze. There's no right to buy, premiums are up to that 75% zone vote, double features can be prohibited in individual major contracts. They didn't get that 15% elimination, although a bone was thrown the smallest exhibs after the code came down when majors agreed (it's not in writing yet) to let them clip 10% off bookings if their rentals do not exceed \$250.

And exhibitor labor! Where the IATSE isn't organized the A. F. of L. scales prevail and since the IATSE belongs to the A. F. of L. it looks like IATSE scales, anyhow. But this, like other things, is subject to legal and code authority interpretation.

Even with all of this the IATSE isn't satisfied. The boys don't like the new hours.

On the IATSE yardstick for amusements, little exhibs, according to their representatives, will be the sufferers. It will mean jacking up their booth-costs despite the fact that the code says where the IATSE is unorganized, and this is said to be 60% of the U.S.—it will have to start negotiating at the official rate of 40 cents per hour. It's all a great break for the circuit, they and others agree. Because for the first time it enables theatre men to arbitrate with unions under government auspices and prevents striking.

The government has already made source concessions on the committee (Continued on page 40)

Century Will Close Down for 4 Months In March; Up on Film

Hollywood, Oct. 9

With three of its scheduled program of 15 features completed and four in production, 20th Century will complete its program by the beginning of March, and will rest its organization, other than necessary execs, until next fall as soon as production on each of the last features is started.

The shutdown extending over about four months, company will have its overhead cut to a minimum.

Pictures completed since production started 10 weeks ago are 'Bowery,' 'Broadway Through a Keyhole' and 'Blood Money.' Now in production are 'Born to Be Bad,' 'Moulin Rouge,' 'Advice to the Lovelorn' and 'Gallant Lady.' Next to get started will be 'Trouble Shooter' with Spencer Tracy, Jack Oakie, Constance Cummings and Arline Judge. Following this the George Arliss picture gets under way with six features left to complete the year's program.

Company is planning now to increase the number of features on next season's program but nothing definite has been decided.

FORMAL AUCTION OF 17 FOX-N.E. CIRCUIT UP

Hartford, Oct. 9.

The 17 Fox-New England theatres go up for formal auction by order of the U. S. District court next Monday and from all present indications it appears that they will become the property of S. Z. Poli and his organization, according to reports unless others step in and bid for the property, which was secured by the Fox organization for \$26,000,000 and which Judge Thomas ruled were not worth less than one-tenth of that amount under present conditions.

According to reports, Poli is ready to bid up for the property for the full amount now due him from the Fox crowd, which is estimated to be more than \$7,500,000. Although reports have it that others are interested in the theatres located in Connecticut and Massachusetts it is hardly likely they will bid any amount as large as Poli.

At the present time, the theatres are being conducted by Adolmo Vannia, Poli's nephew, and Louis Saka, his former associate. Former Poli men, who went out with the entry of the Fox group, are now being retained and the general atmosphere is again the old Poli system of business.

At the press conference, Rosenblatt said he hoped to have the revised code, the final formula, today (Tuesday) or tomorrow. He also announced that he expected Article 10, the producer headbache tonic. Last night representatives for majors also were willing to bet that 10 will be out tonight. Rosenblatt then announced 'labor is set'; that the Johnson party was 'a very friendly gathering.'

The deputy also said he expected 'plenty of signatures' to the code, refusing to reveal whether any of the exhibitors who have already gone home have left their approval for any kind of formula that gets through.

100% SCREEN ACTORS' GUILD

Film Buyers Strike as Exhibs, Distributors Wait Each Other

Actual buyers' is now in progress among Chicago exhibitors as a pre-test against the exchanges refusing to sell to amalgamated buying groups. While nothing official or in writing has been done by the buying groups and exhibitors, indie theatres are laying off all contract signatures for the time being.

Selling in the absolute standstill. Only deals being turned in by the salesmen are for the larger houses and the affiliated theatres.

Both sides are trying to outwit the other. Exchanges have taken the attitude of sitting tight, and have tacitly refused to discuss business with the group buyers. While this has been the stance of the exchanges at the beginning of each selling season, this year the distributors seem determined to go through with it and are all sticking together. Which is also unusual.

Each group is waiting for the picture code to finally settle the matter, with both sides certain that the final decision will favor them. Distributors, however, admit that if the code okays buying groups that they'll sell 'em. Exhibitors, on the other hand, are not so sure that they'll accept the verdict of the picture code if the final papers ban amalgamated buying.

'Angel' Forces Open A 2d Dallas House for Day-and-Date Run

Dallas, Oct. 9. Concluding a deal for 'The Angel' Wednesday night (4), the Earl Hobbittzelle people opened the picture cold Thursday (5) at the Majestic and before the day was over was forced to reopen the closed Melba for day-and-date. With only one print available, it was messaged back and forth between the two theatres. Hobbittzelle got the picture on a pre-release engagement.

Quaking Filmmers

Hollywood, Oct. 9. Last March when the shivers hit this territory the studio contract people were threatening a strike against the 50% wage cut. Tremors broke up several meetings and gave the jittery to the protestants. On the night of the most recent earth quiver, the actors who broke away from the Academy were meeting and the earthquake broke up that meeting, too.

Philly Met to Reopen As Low Scale Grind

Philadelphia, Oct. 9. The Met, formerly the Metropolitan Opera House, reopens on Friday of this week (the 13th) with a popular-priced combi film and stage show policy. This big house on North Broad street, last year managed by the Stanley-Warner company, is owned by the Shrine and this year will be run for them by Harry Schwalbe, local theatre man. Edgar Wolfe, formerly at the Stanley and at Keith's, will be house manager.

First film is 'Paddy, the Next Best Thing,' with stage show unannounced as yet. Price scale will be very low with 10 and 20 in the afternoon and 15 and 30 in the evening. Pictures will be usually second-run Fox.

\$25 Egg

Seattle, Oct. 9. Man who hurled eggs at Dave Hutton, when he was at Roxy here, was fined \$25 in police court. He claimed he was hired to do the job as a publicity gag. Roy Johnson, manager for Jensen-von Herberg, emphatically denied publicity allegation.

PENNSY INDUSTRIAL STRIKES JOLT SHOWS

Pittsburgh has been given a terrific jolt due to spread of industrial strikes. With more than 15,000 coal miners and steel workers holding out for recognition of national unions, about 65,000 potential customers have been affected, with result that recovery started with beginning of new season has been entirely dissipated. Towns chiefly in distress are Clairton, Ambridge, Monessen, Weirton, W. Va., and Steubenville, O., all within a radius of 30 miles of Pittsburgh. Warners, Par-Public and indie interests control these spots, and they're giving operators plenty of anxious moments.

Strikers alone would be bad enough staying away from the theatres, but it's even worse than that. Riots are common, and prospective patrons, with no direct connection with the strike, are staying in at nights for fear of physical violence.

Codes notwithstanding, strikers are apparently determined to carry through their fight, and theatre men are pretty well alarmed over what may turn out to be a winter siege.

Zirn's Par Setback

The Circuit Court of Appeals yesterday (Monday) handed down a decision unfavorable to Samuel Zirn in latter's action, filed last summer, asking leave to sue from lower courts which refused to interfere with bankruptcy of Paramount-Public and its present trustees. Zirn went to the higher court in hopes of removing the equity receivership first declared over Paramount, in favor of his involuntary proceeding and at same time declaring the subsequent voluntary bankruptcy of Par out of order.

On motion yesterday by Zirn, appealing an order by Judge Bondy directing that all fees in connection with the receivership be determined in the bankruptcy proceedings, decision was reserved.

Grainger's First Ogle

Hollywood, Oct. 9. James R. Grainger arrived here today (Mon.) from San Francisco for his first visit to Universal studio since he became sales manager of the company. He'll stick here for two weeks.

COMICS EAST IN WEEK

Hollywood, Oct. 9. Contract of Clark and McCullough expires at Radio Oct. 15, and comics will then return to New York. They are now completing the last in their series of eight shorts.

Meehan on 'Interlude'

Hollywood, Oct. 9. Elizabeth Meehan has been signed by Stanley Bergerman to write the screen play for 'Interlude.' This is the producer's second production for universal release.

503 OF OVER 800 BOLT ACADEMY

Screen Writers' Guild Paved the Way for Breaking Up of the Academy—All Players Concur on a Need for Unanimity in Representation—Not All Producers Oppose It—Schenck Scores NRA Salary Control Move—Cantor Calls It 'Unconstitutional'

EDDIE CANTOR, PREZ

Hollywood, Oct. 9. First serious blow at the Academy since its inception was Sunday night (Sunday) at the mass meeting at the El Capitan theatre when 503 of more than 800 attending, flocked to the stage to sign membership blanks in the new Screen Actors' Guild.

Writers, in forming the Screen Writers' Guild, were the first to make the leap from the Academy roster but with smaller ranks. Actors meeting last night strengthened the stand of the breakaways. Eddie Cantor, president of the new Actors' Guild, in turning the Academy unable to function properly in the full interests of actors, and calling the producers' NRA salary move unconstitutional, appealed for a 100% actor organization.

Cantor spoke as a constant applause, especially in stressing an actors' organization 'of, by and for actors alone.' Heretofore 18 members of the actors' branch of the Academy had withdrawn from the latter body. Sunday night Lawrence Grant and Jean Hersholt were among those Academy members penning their sign on the new Guild membership blank.

Cantor, in stating that actors sought only fair play, added that the organization was against no individual or group and had but one mission—actor protection. He indicated that he had heard that threats had been made against actors attending the mass meeting.

Cantor, Goldwyn, Schenck Cantor's contention was that actors will fight for the right to work and earn a living. He brought out that not all producers opposed the actors' organizing, bringing out names of Joseph M. Schenck and Sam Goldwyn. A telegram from Schenck was to the effect that any

Management (Not a Partnership) Deal to Balaban, Trendle Over Par Detroit; Stuart Into N.Y.

Fame

Film company was enthused about a new author's literary work. Several in the organization were intent on locating the writer.

They were finally told that under his right name he is in the employ of the company's press dept.

Yenners, Ideaers Go Scenarists in Current History

Hollywood, Oct. 9. All studio reading departments are reporting an increase in the number of film scripts being received from amateurs.

Current conditions apparently are responsible. Readers say that nine out of every 10 of the scenarios are based on the ending of prohibition, inflation, depressor, or NRA. Fox reports the barrage from the simon-pures tripled during the last month.

Film Player Strangled

Hollywood, Oct. 9. Townsend D. Pauli, 35, actor, was strangled to death by an unidentified person Sunday (8) in his Hollywood home. No survivors known.

attempt to regulate salaries of creative talent by the government would be disastrous. Cantor said further, 'Some Academy members say we are going screwy forming a Guild organization. But we are not screwy. We just want to be 100% represented in an organization not subsidized by any one.'

Inefficiency and the lack of knowledge of show business were claimed as reasons for heavy negative cost, and not salaries.

Robert Montgomery speaking in defense of 14 Academy members who had formally quit said the group had no animosity against the Academy but were of the opinion that only a 100% actors' organization could work effectively for the players' benefit.

Ann Harding denied any plans for a strike but said actors want to be ready for anything that might happen.

Blinding the Mag Eds

Enlarged Stills Maybe Costly, but They Get the Larger Space

Hollywood, Oct. 9. Iscontined by most publicity departments as an economy measure several months ago, 11 by 14 publicity stills and player portraits are again being put out for fan magazines.

Studios originally dropped making 11 by 14's for fan mags when editors demanded contact prints in the 8-by-10-size-for-better-cut-reproductions, with the companies thus saving \$1,200 to \$1,800 monthly by discontinuing the enlargements.

Economy did not last long, however, when press agents found the editors passing up good stills in selecting from the 8 by 10 assortment. Close check by the publicity men brought out the fact that editors needed a sales buildup on photos and pictures could be more readily

sold through the medium of 11 by 14's than by the smaller sized velox. Originally finding sales resistance in their planning reduced through submitting 11 by 14's to the editors, press agents are working out a stunt which is functioning perfectly, and getting many stills into print in the magazines that would otherwise fade in the files.

Stills are now submitted to editors in duplicate—11 by 14 enlargements to 'sell' the editors, and 8 by 10 contact print for use in making the cut.

Stunt runs up overhead of publicity departments, but the press agents have sold the front offices that the double sets of stills are necessary in obtaining proper representation in the magazines, and the added expense must be carried.

Paramount verge making a management deal George W. Trendle and the Balabans. Trendle so far as known is to get the operation of the Detroit sector, with Herschel Stuart, presently handling that division for Paramount, being shifted, and likely to the home office.

The management deal with Trendle will preclude any partnership deal which Par may have previously considered in the way of Trendle. However, it is probable that under the management deal Trendle may get a slice of the Detroit profits if and when.

A similar deal for Chicago and the Great States circuits is under way for the Balabans as between them and Paramount. The present management contract which Barney and John Balaban hold with Par for the operation of the B. & K. outfit looks to be supplanted by a new deal. In that deal the Balabans not only will manage for RKO but also will participate in the profits.

Exactly what the nature of Herschel Stuart's duties will be with Paramount after leaving looks to be the reorganization of another Paramount theatre district, although he may operate out of the home office direct, also. It's not definite so far which.

Fete for Marie Dressler To Benefit Dinner Club

The Actors' Dinner Club of New York tribute dinner for Marie Dressler tonight (Tuesday) at the Roosevelt hotel is an aftermath of the movement started for formation of the Marie Dressler Birthday Club on occasion of the star's 64th birthday yesterday (9). The committee in charge of tonight's tribute dinner includes Nicholas M. Schenck, Mrs. Oliver Harriman, S. L. Rothafel, Frank L. Polk, Gen. John F. O'Ryan, Frank L. Henry P. Davidson, A. C. Blumen-thal, George Gordon Battle, Conde Nast, Irvin S. Cobb, M. H. Aylesworth and Bernard Macfadden.

Beauts Check In

Eight of the Par 'Search for Beauty' contest winners, coming from foreign lands where picked arrived in New York Thursday (5) on the S. S. Manhattan and left yesterday (Monday) to the Par coast studio.

They are Nita Harvey and Sidney Towelson from England; Loretta Walker and George H. Alipport from Ireland; Grenillian Gill and Robert Sinclair Scott from Scotland; Lucille de Toit and Donald Tidbury from South Africa.

Stella Balley and William Stelling, metropolitan N. Y. winners, also left yesterday, all winners to appear in 'Search For Beauty' now scheduled for production Oct. 23.

Rule's 2nd War Film

Chicago, Oct. 9. Albert L. Rule, producer of the 'Big Drive,' has a new war film, 'Death Parade,' dealing with submarines, the big and little tanks, planes and the Red Cross activities. Flick will be states rights.

Giving 'Henry' the Hypo

United Artists has taken on Meyer Beck for the exploitation department, with instructions to handle the showing of 'Henry the Eighth' at the Music Hall.

Music Hall has three press agents of its own.

'Flight' at \$15,000 Equals 'Dr. Bull'

Despite L.A. Heat; Chevalier Drops To \$14,000 from 'Harmony's' \$19,600

Los Angeles, Oct. 9. Thermometer's reaching 100 latter part of last week caused grosses to do a nosedive, knocking down the b.o. under earlier expectations.

Paramount with 'Too Much Harmony' did better than anticipated, however, garnering \$19,600, but house will hit only around \$14,000 current stanza with the Chevalier picture, 'Way to Love'. French star seems to be losing his local draw, and stage show is minus a b.o. name.

State with 'Night-Flight' will hit near figure of \$15,000 with 'Bull', \$15,000, which is fair.

RKO was in the black last week with \$8,800 on 'Lady for a Day', which is now in its second week for a possible \$3,000 week again, surprising.

Warners Downtown came in for a \$13,000 on the first week of pop run show 'Gold Diggers of 1933' and around \$11,000 on the second and last week. Circuit's Hollywood hit around the same figure, but will fall under the Downtown this week with a possible \$10,000.

Criterion holding up with \$5,000 for its seventh week.

'Dinner at Eight' washed up at the Chinese Sun (WB) and after eight weeks to fine \$16,500 on its last six days, which is only fair. 'I'm No Angel' drops in Thursday (12).

Estimates for This Week
Chinese (Grauman) (2,282; 55-165) 'Dinner at Eight' (WB) and stage show (6th-final week). Picked up smartly and got \$18,500 on last six days, which is nice. 'I'm No Angel' walks in Thursday (12), with record opening week anticipated.

Criterion (Tally) (1,600; 25-55) 'The Masquerader' (UA) and stage show (7th week). Holding up for this house, and giving it a break at \$4,000. First picture to stand up here since reopening of the house. Sixth week same figure.

Downtown (WB) (2,000; 25-70) 'Gold Diggers of 1933' (WB) and vaudeville (2nd-final week). With no strong stage draw house managed to pull only \$1,000 through the week. While good, it was thought musical pic would draw stronger. Current week should hit around \$11,000.

Hollywood (WB) (2,766; 25-65) 'Gold Diggers of 1933' (WB) and vaudeville (2nd-final week). Falling slightly under the draw at the Downtown during the second week, and will not top \$10,000. Last week on par with Downtown at \$13,000.

Los Angeles (Vim. Fox) (2,800; 15-25) 'Curtain at Night' (Majestic) and 'The Filibuster' (Blickson). Although heat hit the b.o., house will pickup at least \$3,500, which is not bad. Last week with 'Carnival Lady' (Goldwyn) and 'South of Panama' (Allied), house was good at \$3,900.

Orpheum (Edwy) (2,270; 25-35) 'Good Company' (Fox) and 'Flaming Girl' (RKO). Even biz here will give house between \$4,000 and \$5,000. House offering no name draws in its 10 acts of vaude. Last week with 'And the Winner Is' and 'Ladies Must Love' (U), RKO did \$4,300.

Paramount (Partnar) (3,595; 25-55) 'The Way to Love' (Fox) and stage show. Got off to a poor start and won't top \$14,000 which is not so good in view of what the house has been doing. Elame the heat. Last week with 'Too Much Harmony' (Par), house came in with \$19,600, nice b.o.

RKO (2,950; 25-40) 'Lady for a Day' (Col) (2nd week). Hit of good stride, and will get \$3,000. Last week great at \$3,800.

State (Loew-Fox) (2,024; 25-55) 'Night-Flight' (Fox) and stage show. Started off for a \$15,000 weekly gross, which just matches the last stanza playing 'Dr. Bull' (Fox). Only fair gross.

Studes' Return Always

A Break for New Haven

New Haven, Oct. 9. 'Dinner at 8', roadshowing at the College, getting some grand word-of-mouth but it's not helping enough. Looks like the cash customers will wait for pop priced returns later. \$11,000 is a little of money in this town nowadays.

Yale studies' return is upping things in general, and opening of football season is bringing in subscribers Saturday matinee.

Roger Sherman opens two-week run of 'Footlight Parade', Wed. (11).

Estimates for This Week
Paramount (Publix) (2,400; 25-55)—'One Sunday Afternoon' (Par)

and 'India Speaks' (RKO). Should garner okay \$5,000.

'Too Much Harmony' (Par) clicked strongly, \$8,900.
Palace (Fox-Poli) (3,040; 35-50) 'Penthouse' (MG) and 'Beat for Sale' (MG). Nice start means a probable heavy \$3,200. Last week 'Morning Glory' (RKO) and 'Big Brain' (RKO). 'Lory' drew split comment—favorable from sophisticates, questionable from upper tiers. Gross nice at \$3,000.

Rogge Sherman (WB) (2,200; 35-50)—'Wild Boys of Road' (WB) and 'No Marriage Ties' (WB). Slow start, but building to a fair \$5,500. Last week 'One Man's Journey' (RKO) and 'Midshipman Jack' (RKO), no kick at \$6,200.

College (Fox-Poli) (1,565; 55-82-110-115) 'Dinner at 8' (MG). Roadshow season opening of Shubert with 'Music in the Air' dented this one first three days, but should pick up, last half to fair \$7,500.

Blind Adventure' light, around \$2,800.

Duals and Legit, Parades, Tough New k Opposish

Newark, Oct. 9. With a parade Friday, Saturday and Sunday the openings had plenty to compete with, not to mention a midsummer Sunday. But business will be okay at the Branford and 'Saturday's Millions' and 'Goodbye Again' at close to \$12,000, at Proctor's with 'My Weakness' and 'Headline Shooter' at \$5,500, and at Loew's with Burns and Allen in person running 'Beauty for Sale' up to \$14,000.

Double billing is getting such a hold here that only Loew's and the Newark, showing vode, offer one pic this week.

The Caldwell stock at the Broad helped bid a little while the Edwards stock at the Montclair did smashing business with a first class production of 'Dinner at Eight'. The first legit of the season, Harris 'Three and One', comes to the Broad next week at \$1,650 top.

Story now that the Brands open the Shubert shortly, but no signs of anything going on yet.

Estimates for This Week
Branford (WB) (2,966; 15-65), 'Saturday's Millions' (U) and 'Goodbye Again' (WB). 'Three Little Frogs' in again, won't hit the broad at all, which with two good features should skim \$12,000. Last week 'Wild Boys of the Road' (WB) and 'Ladies Must Love' (U) grossed with \$12,200.

Capitol (WB) (1,200; 15-25-35-50), 'Bureau of Missing Persons' (WB) and 'Turn Back the Clock' (MG). 'Beauty for Sale' (WB) and 'Proctor's' both with double features this house finds going tougher than last year, when it had this field to itself. Should be okay but not big with \$4,000. Last week 'Captured' (FN) and 'This Day and Age' (Par) good enough with \$4,600.

Little (Indie) (295; 40-55) 'Retut' (Adams) Becker (Amkino). Jewish pic going well and should be nice near \$1,000. Last week 'Soviet on Parade' (Amkino) and 'Po-tomkin' (Amkino) on six days okay at \$310.

Loew's State (2,780; 15-75) 'Beauty for Sale' (MG) and vode. Burns and Allen in stage pulling stronger after first opening. If they keep pulling may go higher than indicated \$14,000. Last week 'Penthouse' (MG) okay with \$12,500.

Newark (Adams) Becker (Amkino) (980; 20-45-55-75) 'Too Much Harmony' (Par) (2d week) and vode. Finding going good second week and maybe \$10,000, great. Last week grand at \$16,500.

Proctor's (RKO) 2,300; 15-25-30-40-55) 'My Weakness' (Fox) and 'Headline Shooter' (RKO). Going later to \$5,500. Last week 'The Beauty and the Beast' (RKO) and 'The Glory' (Fox) did the first flop of the new picture policy by pulling only \$4,000 on six days.

Terminal (Adams) Becker (Amkino) (1,000; 20-45-55-75) 'One Man's Journey' (RKO) and 'F. P. I.' (Fox). Nothing sensational indicated here with about the usual \$3,300. Last week 'Charlie Chan's Greatest Case' (Par) and 'Paddy' (Fox) passable with \$3,400.

TEX AT UPPED SCALE UPS TO \$12,000, PORT.

Portland, Ore., Oct. 9.

Long sighted policy kept J. J. Parker from holding special world premiere lobby ballyhoo for 'The Bowery', initial 20th Cent. pic, at the United Artists. Reason was 'A' grade and rally coinciding on the same night. Parker figured that poor policy to buck the Blue Eagle fleet, so 'Bowery' was offered with heavy news daily spurges but no special premier social night. Pic responded anyway and clicked from start, getting off to a run of b.o. returns that will hold it for about two more weeks at the UA. Competish is strong this week. 'Dinner at Eight' went roadshowing into the Playhouse at \$1.00. Oriental raised its top admish from 35 to 75 for 'The Bowery' in person with her road unit of 30. Pic at the Oriental is 'Rafter Romance'. Some extra biz also attracted to the Auditorium on one day of Michio Ito and Japanese dance company road unit at \$2.20 top.

Estimates for This Week
Broadway (Parker) (2,000; 25-40)—'Broadway' (Parker) (MG). Holding up well against strong competition and looks nicely for about \$5,000. Last week 'Turn Back the Clock' (MG) good enough at \$5,300. 'United Artists' (UA) (2,000; 25-40)—'The Bowery' (UA). No premiere ballyhoo but strongly exploited and clicking for big \$5,500. Last week 'I Loved a Woman' (FN) hit a strong pace from the start, getting \$4,300, nice biz for this house.

Music Box (Hamrick) (1,500; 25-40)—'Berkeley Square' (Fox). Looks okay for one good week, around \$5,500, but won't hold. Last week 'One Man's Journey' (RKO) closed for good enough \$4,000.

Oriental (Hamrick) (2,500; 35-50-75)—'Rafter Romance' (RKO) and Texas Guinan in person with company of 30. Well exploited and doing big biz with admish doubled, combo boosting house up to big \$12,000. Last week 'Morning Glory' (RKO), third week, average at \$9,000.

Liberty (Evergreen) (2,000; 25-40) 'Torch Singer' (Par) and vaude. Getting results up to possible good \$5,000. Last week 'Paddy' (Fox) clicked for good \$5,000.

Playhouse (Hamrick) (1,400; 50-75-11) 'Dinner at Eight' (MG). Roadshow well exploited and getting big biz. Attraction should connect for results at \$7,000, okay.

Tacoma Per Usual

Tacoma, Oct. 9.

Roxy this week relapsed into a split, 'Broadway to Hollywood' and 'Another Language', with plenty of ink for 'The Bowery' in papers. Blue Mouse runs steady with variation within a hundred bucks week after week. Music Box looking forward to Texas Guinan show opening next Saturday. Now plus-

Philly Holdovers Means Average Biz, 'Berkeley' 12G, Good for 4 Wks.

Philadelphia, Oct. 9.

With several holdovers listed and nothing very extraordinary in the way of b.o. attractions, business in the downtown picture houses is apparently doing for a moderate, although up this week, although, on the whole, average trade will be maintained.

'Berkeley Square' gained plenty of attention in its debut at the Locust, although not the tremendous money house that was rumored in many quarters. First week's gross, \$11,000, and the film looks good for four bi weeks, with a possibility.

House with holdover include the Aldine, which does an estimate of the first week's gross of 'Emperor Jones'. Management's claims put initial week's gross at \$8,500, with second week likely. In that case, to get \$5,500 or \$6,000. 'Too Much Harmony' at the Boyd surprised the street with the 'strength' of its face, of 'universally' adverse notices and stays in, with a likelihood of \$15,000 or \$11,000 on its second week.

The Earle has a program lacking in distinctiveness, 'Solitaire Man' is the picture, with the vaude bill headed by 'Russian Revels'. Another unexciting \$12,000 indicated, with some doubt expressed if that figure will be hit.

The Fox has 'Walls of Gold' on the screen and Benny Davis heading the stage features. Nothing hot forecast, with \$15,000 likely. The Stanley has 'One Sunday Afternoon' as film, Frank and Milt Britton as headliners, and Aimee Semple McPherson as extra added attraction. Opening pace will be slow and unless show spurts this week no more than \$18,000 is estimated.

The Stanton has 'Wild Boys of the Road', which won't get over \$5,500, and the Karlton's 'Lady for a Day' figures at \$3,800.

Last week's surprises were the Boardwalk, got \$14,500 with 'Too Much Harmony' panned on all sides and generally figured badly spotted in this house, and the Stanton, which got \$9,400 for seven days with 'Missing Persons'.

The Stanley got \$19,200 with 'Lady for a Day' and a stage show, headed by Frank Fay, and although this week's figures are not so good, it was a grand and a half better than expected. The Fox, on the other hand, only got \$17,000 as against the \$15,000 or \$18,500 estimated. 'My Weakness' picture and James Melton headliner.

The Earle was just so-so with \$12,000 for 'Brief Moment' and eight for 'The Bowery'. The name of 'The Karlton' got a strong \$4,200 for a second-run showing of 'The Masquerader', and the little Arcadia did about \$2,800 with a second run of 'Tugboat Annie'.

Estimates for This Week
Aldine (1,200; 40-50-65)—'Emperor Jones' (U). Held in for second week and estimate of business well over estimation. Should get \$5,500 or \$6,000 on strength of last week's \$8,500.

Boardwalk (25-40-50)—'Three Corned Moon' (Par). Looks like a moderate \$2,400. Last week, 'Tugboat Annie' (MG), fine \$2,850.

Boyd (2,400; 40-50-65)—'Too Much Harmony' (Par) (RKO). Well spotted, but did enough to warrant a hold-over. Should get \$10,500 or \$11,000 in view of last week's strong \$14,500.

Earle (2,000; 40-55-65)—'Solitaire Man' (MG) and vaude. Average biz forecast for average program, \$12,000, likely. Last week with 'Brief Moment' (FN) and vaude without names, ditto.

Fox (3,000; 35-55-75)—'Walls of Gold' (Fox) and stage show. Nothing exciting forecast. Lucky to get \$15,000. Last week, 'My Weakness' (Fox) and stage show, headed by James Melton, \$17,000; under expectation.

Karlton (1,000; 30-40-50)—'Lady for a Day' (Col). Second run, \$3,800 figured. Last week, 'Masquerader' (A), also second run, a hearty \$4,200.

Keith's (1,800; 25-30-40)—'Dr. Bull' (Fox). Back to second runs after a local premiere; \$5,500 forecast. Last week, 'Tarzan' (Prin), good \$7,500.

Locust (1,800; 55-75-110)—'Berkeley Square' (Fox). Fine notices and good indications for real profit of \$15,000 or more. Between \$11,000 and \$12,000 each week for week, which began last Thursday.

Stanley (3,700; 35-55-65)—'One Sunday Afternoon' (B). Stage show-Frank and Milt Britton headlined, with Aimee Semple McPherson as special attraction. Start not notable with \$18,000 forecast. Last week, 'Lady for a Day' (Col) stage show, \$19,200, a bit more than a grand over expectations.

Stanton (1,700; 30-40-55)—'Wild Boys of the Road' (WB). Notices not hot, no more than \$7,500 forecast. Last week, 'Missing Persons' (FN), took \$9,400 in seven days; above recent average.

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'Vickers' \$9,000 in Minneapolis Good; Well Sold, 'Flight' Gets Big \$11,500

Minneapolis, Oct. 9. The strongest array of attractions in many a week here, with pressure exploitation is proving a powerful box-office stimulant. Sure-fire shekel coaxes include 'Night Flight' and 'Ann Vickers' apparently rating in the order named as far as box office strength is concerned.

With a stellar assembly suggestive of the case that helped to make the State box-office busy and, unless the present signs go awry, the case Public House will breeze through to its biggest gross for some time. 'Ann Vickers' and 'The Masquerader' stand forth as particular magnets for the night. The latter, the Orpheum and Century's brisk matinee trade, but Century will disappoint at only \$3,500.

The fact that there isn't a stage show in town again doesn't seem to matter, the importance of the screen fare off-setting the lack of entertainment.

Estimates for This Week
State (Publix) (2,200; 40) 'Night Flight' (MG) and 'Ann Vickers' (Par). Names enough to put this one over, but story, too, is clicking with customers. Swell exploitation campaign is being run. Last week 'Torch Singer' (Par), \$6,000. Fair.

Orpheum (Singer) (2,880; 40) 'Ann Vickers' (Par). Orpheum bids it second smash hit, autumn season, 'other' having been 'Lady for a Day'. Sinclair Lewis a former Minnesotan and this no 'Entertainment' picture. 'Paddy' of story bringing in heavy film-

nine business. Cast names don't mean so much, but in this instance the last of greatest movie hits. Around \$9,000 indicated. Biz. Last week, 'Brief Moment' (Col) and 'Shuffle Along' on stage, \$11,000. Good.

Century (Publix) (1,600; 40) 'The Masquerader' (UA). Colman a favorite; with the feminine fans here, but at \$3,800 away under expectations. Last week 'Voltaire' (WB), \$5,000. Good.

World (Stiefes) (300; 50-75) 'Fantaguet' (Norwegian talkie). First Norwegian talker to reach this burg with its large population of that nationality and should have no trouble in getting \$1,200, okay. Last week, 'The Rebel' (U), \$700. Light.

Uptown (Publix) (1,200; 35) 'Tugboat Annie' (MG). Around \$2,800 expected. Okay. Last week, 'Another Language' (MG), \$2,300. Pretty good.

Lyric (Publix) (1,300; 25) 'Charlie Chan's Greatest Case' (Par). Good attraction for this house. Ought to reach \$3,300, fine. Last week, 'Turn Back the Clock' (MG), \$3,000. Good.

Grand (Publix) (1,100; 25) 'Stranger's Return' (MG). Second-loop run. About \$1,500 indicated. Pretty good. Last week, 'Double Happiness' (RKO) and 'Papa' (Par), split, second loop run, \$1,200. Fair.

Aster (Publix) (900; 25) 'College Humor' (Par). Third loop run, and 'Last Trail' (Fox), first run. Should be good for \$900, Okay. Last week, 'Heroes for Sale' (FN) and 'Entertainment' (Fox), split, second loop runs. \$800. Pretty good.

Strong Attractions Spur Loop B.O.; 'Angel' a New Hi at Oriental, 51G; 'Flight' and Tab 'Quilt' Get \$55,000

Chicago. With the Legion meet leaving town, after bringing no money at the loop box-offices, the picture houses locally have set themselves to drag in trade, despite the outflux of Fair visitors. Back to attractions that count both on the screen and the stage, with all the spots involved in a merry battle for marquee value. On the picture side there's one outstanding release, "The Angel" (Par) which will take the Oriental to a new high in both gross and attendance. Came in Tuesday (3) night opening for a workmanlike \$45,000. Understood to be taken \$45,000 in the first evening. Business built strongly, particularly on reviews, which stressed the s.a. of the film, though not saying on the quality. But with West it's quantity that counts. Only the low scale will keep this house from getting the top figure of the loop.

Center Ede house, Chicago, will get the big numerals on a combo show that tops everything in town. "Night Flight" (MG), with a host of picture names, and "Crazy Quilt" (Tab), both of which started on the house to stand out business, and it's going to build. Only the physical impossibility of the quality. First shows of the week will keep this house from hitting a new high. First performance on the opening day delayed by the late arrival of the production, resulting in only four shows on Friday. With all these handicaps the Chicago will touch \$45,000 for the week.

Estimates for This Week
Chicago (B&K) (3,340; 35-45-75) "Night Flight" (MG) and "Crazy Quilt" (Tab). Trade surprised when Metro-Goldwyn permitted this all-star flicker to go into a one-week house. Metro usually demanding a run spot for a picture as ballyhooed as this one. All of which is a tip-off on the picture's intrinsic strength. Tab is getting excellent billing and doing enough to pay for its coin. House is riding high currently on both counts and the five shows daily will hold the gross to \$45,000, a terrific figure. Last week "Penthouse" (MG) clicked with plenty of profit, due to the low-cost flicker and stage show. Picture made good on its own and goes into the Roosevelt for the loop repeat. Did fine \$66,000.

McVickers (B&K) (2,284; 25-35) "Too Much Harmony" (Par). After having been plugged for three different spots in the loop, it has now and will do excellent trade. Started slowly but word-of-mouth will build against the handicap of start and the lethargy of the film. Last week like fine \$17,000 following its Saturday (7) start. Last week "Lady for Day" (Col) held up on its second loop session in good form.

Oriental (B&K) (3,200; 30-40-50) "I'm No Angel" (Par). Outstanding picture strength in the loop. Building into a zoom right from the start. Reviews are glowing, and from the quality standpoint, are perfect for box-office results, bringing out the Westman. Extremely hot, \$41,000. Last week a new high. Last week "Power and Glory" (Fox) died to \$8,900, sliding away after a fair start.

Palace (RKO) (3,683; 40-55-83) "Brief Moment" (Col) and "Strike Me Pink" (tab). Neither one strong on merit or reports. "Pink" had some business opening day, due to rep of legit show, but the talk soon had the house riding downward. "Crazy Quilt" tab at the Chicago has the better breaks and word-of-mouth. Made \$22,000. Last week enough. Last week "One Man's Journey" (RKO) had Lou Holtz in his second week as accompaniment to go-so \$21,000.

Roosevelt (B&K) (1,500; 25-35) "Penthouse" (MG). Second loop week after doing pleasant business previous week. The film is a new cent history of loop, "Tarzan" feature opening episode and 12 following chapters. Last week "Turn Back Clock" (MG) got \$10,700, okay.

State-Lake (Jones) (2,700; 20-40) "Laughing at Life" (Mono) and "Vaude" (One). "Laughing at Life" for this house with this indie release. House continues steady pace, never wavering in its \$15,000 territory. But making plenty of black money on the ledger at \$16,000 stride indicated for current session. Last week "Big Brain" (RKO) connected nicely at \$15,900.

United Artists (B&K) (2,000; 35-55) "Voltaire" (WB). Two weeks and out. Down sharply this session to perhaps \$7,000 and a quick jump on Wednesday. "The Boverly" (UA) arrives. Last week "Voltaire" got nowhere at \$13,300.

VAUDFILM IN MONTREAL ON THE UPBEAT, \$11,000

Montreal, Oct. 9. Vaude came back with a bang to Montreal and a \$13,000 gross with the SRO sign out and turn-away biz for the first time this year. Last week a good house in town. Maybe it won't be so big currently but there will still be some b.o. for the variety house. The "Honey" started the ball rolling and got some local publicity in interviews.

Palace showing "Too Much Harmony" has fair outlook for \$7,000 and Capitol brace "Frog Show" and "Tomorrow at Seven" look good for \$6,500. All usual figures to date for Loew's have to be revised in view of the sudden come-back of vaude, and "Beauty for Sale" plus a snappy presentation revue should account for \$11,000 anyway.

His Majesty's (Ind) (1,800; 50-150). French company in comedy (legit). Second week, \$4,000. Last week did much better than expected at \$5,000.

Palace (FP) (2,700; 60). "Too Much Harmony" (Par). Looks good. Another good program to Hollywood (MG) \$8,000.

Capitol (FP) (2,700; 50). "Torch Singer" (Par) and "Tomorrow at Seven" (Par). This is well above average and \$6,500 gross is a clinch. Last week "F. P. 1" (Fox) and "She Had to Say Yes" (WB), \$7,500.

Loew's (P) (3,200; 65). "Beauty for Sale" (MG) and vaude. Females will like picture and vaude sure to hit town hard; \$11,000 likely at least. Last week "Mary Stevens, M.D." (WB) and vaude. Highest gross this year at \$13,000.

Princess (CT) (1,900; 50). "Brief Moment" (Col) and "Narrow Corner" (WB). French company in comedy should gross \$8,000. Last week "Emperor Jones" (UA) and "Parole Girl" (Col), \$7,000.

Imperial (France-Film) (1,600; 50). "Nu Comme un Ver" (French). Looks \$2,000. Last week French opera.

Cineclad Paris (France-Film) (800; 50). "La Madelon" (French). usual \$1,500. Last week "Monsieur Quick", \$1,500.

Colmbs' 3 Standout Pix; College Again Adds on 20,000 Pop

Columbus, Oct. 9. At least three standouts in the films here this session, with the holdover of "Dinner at Eight" is causing the most comment despite that it could have done better in the first week. Top price of \$1.85 stumps the natives, but the balcony and cheaper seats are sellouts.

Palace (France-Film) (1,600; 50). "Nu Comme un Ver" (French). getting heavy, plus word-of-mouth making the Broad some dollars and "Ann Vickers" doing the same for, but local one and only all-flesh house, the Lyceum, burlesque building again now that weather is cooler and the college lads are back in town. College opening have increased local population by 20,000.

Estimates for This Week
Palace (RKO) (3,074; 25-40) "Ann Vickers" (RKO). Good advance helped some and start above expectations; should do \$6,000. Last week "My Weakness" (Fox) only \$4,200.

Ohio (Loew-UA) (3,000; 40-40) "Too Much Harmony" (Par). Off like a perfect hit and on way to better than good \$10,000. Last week "One Sunday Afternoon" (Par) at the opposite and glad to take \$5,000.

Hartman (Neth) (1,200; 15-16.55) "Dinner at Eight" (MG). Second week and should hit good enough \$6,000. Last week same film just bettered \$7,000 playing straight through.

Grand (Neth) (1,100; 25-40) "Wild Boys of the Road" (FN). No pulling power and will lose out at no more than \$3,000. Last week revival of "Gold Diggers" (WB), which played four weeks at this house only a short time back, proved a flop with grosses only slightly better than \$3,000.

Broad (Loew-UA) (2,500; 25-40). "Taddy" (Fox). May go to near \$5,000. Last week "Dr. Bull" (Fox) plenty strong at even \$6,000.

United Artists (RKO) (1,100; 22-32) "Charlie Chan's Greatest Case" (Fox). Type always plays here and should get \$3,500. Last week "Ladies Meet" (MG) Detective 62 (WB) dual, okay, \$4,000.

B'HAM BLAH Flock of Weak 'Uns in All at Once -Weakness' \$5,000

Birmingham, Oct. 9. Doughnuts and coffee for the money keeps this week. A bevy of weak pictures landed in town in one hop.

Colder weather, probably the end of the hot season, arrived Saturday. Estimates for This Week
Alabama (Wilby) (2,800; 30-35-40). "My Weakness" (Fox). Like the title, weak \$5,000. Last week "Too Much Harmony" (Par) okay for \$7,500.

Ritz (Wilby) (1,600; 25). "Three Corners Moon" (Par). Won't mean much more than \$1,500. Last week "One Sunday Afternoon" (Par), \$1,800.

Strand (Wilby) (800; 25). "Shanghai Madness" (Fox). Second week in succession \$1,000. Last week "Big Executive" (RKO) same. Empire (BTAOC) (1,100; 25). "Picture Snatcher" (WB). A little late reaching here but at one week as one could expect anywhere this week, \$1,500. Last week "Mary Stevens, M.D." (WB) around \$1,800.

Jefferson (Ind) (2,000; 15-25). "Her Splendid Polly" and stage show. Hanging on to present policy for two more weeks when change will be made to musicals, \$1,000. Last week in the neighborhood of the same, or less.

SEATTLE IS ALL SET FOR SOME EXTRA BIZ

Seattle, Oct. 9. The gross map is due to change here with Orpheum opening Saturday with 14 vaude acts and feature, and Metropolitan a week later on regular picture-prolog-band policy. Both houses are looking for big going to four bits Sundays, reviving symphony band concerts, similar to Coliseum of a few years ago. The big attraction here each week were a real attraction. Mischa Guterson to be band director, 25 pieces augmented to 35 or 40 for the Sunday concerts. George Hood look sharp, late in week running hotel, Hood looking after prologs and band at this house. Kent Thomson, manager, plans playing foreign and indie series regular policy every way for roadshows. Idea is to keep the house lighted, now that \$30,000 has been spent fixing it up.

Oldknw has lease for Orpheum, with H. A. McBride, recently Orpheum manager at Spokane, as local manager. Opens 14th with 10 vaude acts and prolog by Bert Levy, opening his "Bureau of Missing Persons." Mike Rosenberg reported in on the deal with Oldknw who is here in person to get things started.

With these houses joining the scramble looks like Seattle will be a great film market. Also reported Embassy (Joe Dana) will go first run.

This week "The Power and Glory" attracts to Fifth Ave. "Emperor Jones" is at Blue Mouse, "Lady for Day" at Blue Mouse, "Torch Singer" (Par), liked and good at \$5,000.

Estimates for This Week
Fifth Ave. (Evergreen) (2,400; 25-40). "Power and Glory" (Par). Flaming up "harrat" and getting this pix at pop prices after it was set for roadshowing here; looks \$7,000, moderate. Last week "Broadway to Hollywood" (MG) only fair, \$6,400.

Roxy (J-VH) (2,300; 25-35) "Lady for a Day" (Col). Going for second week, anticipates \$5,500, good. Last week same film got \$7,200.

Paramount (Evergreen) (3,100; 25-40). "One Sunday Afternoon" (Par). Plugging "last week" with comedy stars, helping come to \$5,200, okay. Last week "Torch Singer" (Par), liked and good at \$5,000.

Musie Box (Hamrick) (900; 25-40). "Goodbye, Mr. Tom" (FN). Fair for \$3,300. Last week "Morning Glory" (RKO) second week, slipped to slow \$2,500 after good opening week.

Bliss (Hamrick) (950; 25-40). "Emperor Jones" (UA). Paul Robeson and Eugene O'Neill billed to make class appeal, and getting it for an average of \$6,000. Last week "One Man's Journey" (RKO) good at \$4,000.

Liberty (J-VH) (1,900; 10-25) "Below the Sea" (Col). "World-Gone Mad" (2nd week). Big \$5,100. Last week "The Sphinx" (Shef) and "The Lone Avenger" (WW) big just under \$5,000.

Lotsa Dough in B'way's Vo-De-De-O B.O. Biz; \$250,000 Alone Among 4 Pix, 'Bull,' 'Bowery,' 'Footlight,' 'Par

A lot of strong box office attractions this week brings a song of high glee to Broadway. Coupled with the usual seasonal increase in grossing levels at this time of the year and indications that people are beginning to patronize downtown theatres more and more, numerous shows are clicking with surprising tenacity.

Outstanders are "Footlight Parade" (RKO), "The Torch Singer" with Sally Rand on the stage, at the Paramount; and "The Bowery" at the Rivoli; and \$80,000 on "Dr. Bull" at Musie Box.

These four attractions in themselves will gross a total of somewhere between \$225,000 and \$250,000. A quarter of a million for four film-shops is no mean feat.

Strong runners-up are "Night Flight" at the Capitol, "Charlie Chan's Greatest Case" at the old Strand and "Song of Songs" at the Rivoli.

This leaves little for the column that will record this week's fair or the grossing of the "Musie Box" netting, from all indications, being "I Loved a Woman" at the Hollywood. But while its chances appear to be \$8,000, this cannot be too much considered had since it's the third week for the Robinson-Francis pic, including original two big weeks at Strand.

The big picture ratio to overhead and capacity. "The Bowery" is at the head with a certain \$50,000 on the week at the Rivoli, with "Footlight Parade" close by, at the Strand at \$55,000 and a change to get \$60,000, well-nigh sensational. The Paramount, finding Sally Rand, and "The Torch Singer" will also hit \$55,000, with no guarantee the full seven days won't be extended. House wants to bring in Mac Wain, "I'm No Angel" (Fox) (13), so Par probably will not hold over despite the \$55,000 figure justifying it.

Capitol redeems itself with "Night Flight" and a flock of names of box-office importance, with probabilities pointing somewhere near \$50,000. Picture holdover.

The old RKO gets its share of available fan money at biggest take in long while, \$34,000.

Colman's box-office draft is asserting itself at Loew's State, which right along has been favored by the crowd, and the Broadway vaude combination anticipates a count-up of \$17,000 on "The Masquerade."

Marfair, RKO Roxy, and Palace aren't doing badly, either. "The Good Companions," with Walter Reade going in for more advertisements, closed the Broadway week on the week should get around \$10,000.

Pal has "Bureau of Missing Persons" run down to business for the Warners at the Strand and here should hit \$12,000 or better, while the RKO Roxy will be about \$11,000 with "Power and Glory," four days, and "My Weakness."

Estimates for This Week
Astor (1,012; 11-10-16.25) "Dinner at Eight" (MG) (7th week). Holding up well nights but falling off a little matinee. Still strong enough at \$17,000 last week (sixth) to hang on for a while yet. "Bentley" probable next for two-day run here.

Capitol (5,400; 35-72-83-11.10) "Night Flight" (MG) and stage show. Air picture, aided by a bunch of names, including John Barrymore, Gable, Helen Hayes, and "The Torch Singer" (Par) and Myrna Loy, taking house to good \$50,000 or so. Holding over. Last week "Stage Mother" (MG) only \$30,900.

Gaiety (808; 55-11.10-16.65) "Berkeley Square" (Fox) (4th week). Got \$9,000 last week and first five days of this (4th week) has taken in \$6,000, including previous week. "The Torch Singer" (Par) has not started to weaken much.

Criterion (875; 55-11.10-16.65) "S. O. S. Iceberg" (U) (3rd-film week). Not sticking another week. Last week (2nd) picture got \$5,500. First two days of current (3rd week) \$17,000. Closes Friday night (13).

Hollywood (1,553; 25-35-55-75-85-11.10) "I Loved a Woman" (WB) (2nd week). Second week here (fourth, but not had considering the milking. Last week \$8,200. Goes out Wednesday night. Warners brings in "The Torch Singer" (Par) Thursday (12).

Mayfair (2,200; 35-55-65) "The Good Companions" (Fox). Opened \$22,000 last week and starting out for what appears to be a \$10,000 week or better. "The Avenger" (WB) dual, okay, \$4,000.

(Mono) last week proved light on draw, \$7,500.

Palace (1,700; 25-40-55-75). "Bureau of Missing Persons" (WB) and vaude. Probable for \$12,000, okay. Last week "Power and Glory" (Fox) and vaude, \$15,000, over expectations.

Paramount (3,553; 35-55-75). "The Torch Singer" (Par) and stage show. Sally Rand well exploited on engagement, helping stoutly for a mighty \$55,000, with a chance to beat that by \$20,000 or \$30,000. Last week, second of "Too Much Harmony" (Par), very good at \$35,500. "Radio City Music Hall" (5,945; 35-55-75). "Dr. Bull" (WB) and stage show. Will Rogers will be lucky to beat go to \$80,000. Last week "Ann Vickers" (RKO) held up well, \$38,000.

Shiato (2,000; 40-55-55). "The Deluge" (Saal). Not doing so well and \$8,500 looks tops. "Thunder Over Mexico" (Prin) on its second week, \$10,000.

Rivoli (2,200; 40-55-75-85). "The Bowery" (UA). On its first week the Beery-J. Cooper picture warming the cockles was \$50,000, but about tremendous. "Attraction" as being well exploited on this engagement. The second week of "Emperor Jones" (UA) was \$22,000, good.

Strand (2,000; 40-55-75). "Charlie Chan's Greatest Case" (Fox) and stage show. Combination of feature, Bobby Sanford's "Show Boat" and radio broadcast of Billy Jones and Ernie Renda from stage, accounting for a \$34,000 pace, very nifty. Last week "Brief Moment" (Col) got \$28,000.

RKO Roxy (3,525; 25-40). "Power and Glory" (Fox), four days, and "My Weakness" (Fox), three days. Combination on strength of how "Glory" begins the week, ought to show up around \$11,000, fair. Last week "Moonlight and Pretzels" (U), four days and "Secret of Blue Room" (U), \$10,700.

RKO Roxy (3,555-75). "The Masquerade" (UA) and vaude. Colman's latest off smartly for what looks like a \$17,000 week, good. Previous week, \$15,000. "The Torch Singer" (Par), went to an excellent \$20,000.

Strand (2,900; 35-55-75). "Footlight Parade" (WB). Another musical smash for Warners with \$50,000, \$40,000, \$30,000. Last week, second of "I Loved a Woman" (WB), \$17,200 on six days.

'VANITIES' UPS TO 21G, 'PENTHOUSE' 23G, BUFF.

Buffalo, Oct. 9. Shows with decided draw have come to town and Buffalo looks high over the red it founded in all summer.

The Buffalo leads the parade at a chance for \$23,000 with "Penthouse," with Great Lakes a close second at \$21,000 or slightly better. Indications are that vaude at latter is beginning to prove real box office.

Century will be better than previous week with "Power and Glory" showing some stimulus but Hipp will be poorer than previous week. Indie Lafayette looks to go above its average or better than \$6,000.

Estimates for This Week

Buffalo (Shea) (3,600; 30-40-55) "Penthouse" (MG) and stage show. Exhibiting fine draw and gives house an even chance to hit \$23,000, biggest in a good long spell and more than \$20,000. Last week a \$10,000 average over the summer. Big take aided somewhat by increase in admiss scale to 65c. top. Last week "Three Corners Moon" (Par) hit up strongly for \$14,000.

Hipp (Shea) (2,400; 25-40). "One Man's Journey" (RKO). Failing to excite with too many strong attractions in opposition and looks tops at \$6,000, fair. Last week "Too Much Harmony" (Par) got a good \$8,100.

Great Lakes (Shea) (3,400; 25-50). "My Weakness" (Fox). Condensed musical show on stage adding powerfully for a mighty \$21,000 or more. House boosted its tariff a dime on Saturday and Sunday week on "No Marriage Ties" (RKO).

Lafayette (Ind) (3,400; 25). "Saturday's Millions" (U). Nice pace, local hit, up to over \$6,000. Last week "Big Brain" (RKO) average \$5,300.

Hub in a Hub-Bub of B.O. Hey-Hey, Lewis, Dinner, 'Paddy' Now Biz

Boston, Oct. 9.

Rialto's film sector, already on the up and up, is enlivened still more by the opening tonight (Monday) of 'Dinner at Eight,' roadshowed into the Majestic at \$1.05, two-day, two-day after premiere. This is a top event of the week. Picture had been booked in for week ago, but MG permitted 'Damaged Lives' to remain an extra week at this spot. Latter film had to move out Saturday, and continues its run at the Park, beginning next Thursday. This health pic has been hitting some records on its own hook, and, had it not been for previous Metro contract, would have been set for a good long run.

In several spots biz is even improved following a fine last week. RKO Boston is like a house afire with good stage and screen, and week end biz beat the corresponding days of recent all time record for house with 'Vanities.'

Met, with Janet Gaynor to jam 'is' is perking with a gala show, footlight and film, her latest getting plenty praise.

Estimates for This Week
Keith's (RKO) (4,000; 25-35-50) 'Henry VIII' (UA) and Jesse Crawford. Raves from reviewers for the film and Laughton. Looks to get \$15,000 or more, next. Last week, 'Ann Vickers' (RKO). Crawford did far better than anything in long time with \$17,000.

Majestic (1,600; 35-45-65) 'Dinner at Eight' (MG) (2,000; 25-35-50) heaven high, \$17,000 in its opening week. Last week, 'Damaged Lives' (Weldon) had its third week, being forced to make room for 'Dinner at Eight' (MG) film. Picture grosses \$15,000, making a gorgeous \$46,500 for its stay in Tremont street. Next Thursday it moves to Park, at slashed prices.

Boston (RKO) (4,000; 30-40-50) 'Love, Honor and Oh Baby' (U) and Ted Lewis and his show. Wowling 'em. Double running up again, with grosses stretching toward record by 'Vanities' of \$29,200. Easy \$25,000. Last week, 'Don't Bet on Love' (U) and Paul Whiteman show spread level in \$15,000.

Orpheum (Loew) (3,000; 30-40-50) 'Solitaire Man' (MG) and vaude. Bill not up to previous two weeks, but the hub's on and biz is fine. Strengthening the stage will pace the programs and put the spot in better form for race the Boston has for the 'Paddy' gray, tough, in expected \$16,500. Last week, 'Paddy' for Sale (MG) and vaude, pleasing both ways, very creamy for \$17,000.

State (Loew) (3,000; 30-40-50) 'Bowery' (20th Cent.). Rowdily hilarious; wide profit margin in \$11,000. Opened just fair, but building. Last week, 'Stage Mother' (MG), okay for \$9,500.

Met (M&P) (4,300; 30-40-50-65) 'Paddy' (Fox) and double stage show. Lattitude, elegance unnecessary, as Gaynor is tremendous always here. Bang up biz, patrons speaking their praises of generous show. Looks like big \$24,000. Last week, 'Golden Harvest' (RKO) and stage show, both very ordinary, with corresponding results in b. o. Just an average at \$19,000.

Loew's (Loew) (3,000; 35-45-65) 'Too Much Harmony' (Par) and 'Wild Boys' (FN). First had a smash week at Met, and lives up to expectations that it could stand a week's extension; but, last week, \$35,000. Last week 'I Loved a Woman' (FN) and 'Before Dawn' (RKO), swell at \$39,000, former doing the pulling.

B'KLYN BIZ GENERALLY OKE, TORCH' \$23,000

Downtown deluxers report okay business. Albee and Paramount are doing particularly well. Former has 'Ann Vickers' and latter 'Torch Singer.'

Estimates for This Week
Paramount (4,000; 25-35-55-65) 'Torch Singer' (Par) and stage show featuring Nick Lucas. In region of \$23,000. Last week, 'Big Executive' \$13,300, okay.

Fox (4,000; 25-35-50) 'Shanghai Madness' (Fox) and stage show with Virginia Gordon and Bert Frenkel. Topping honors, looks like \$15,000, satisfactory. Last week, 'FPP' (Fox) did \$15,500.

Albee (3,500; 25-35-50) 'Ann Vickers' (RKO) and vaude. A good \$22,000 this week. Last week 'My Weakness' (Fox) only \$11,900, weak.

Loew's Metropolitan (2,400; 25-35-50) 'Masquerader' (UA) and vaude. Wm. and Joe Mandel headlining bill. In vicinity of \$18,000, mild. Last week, 'Stage Mother' (MG) and Rudy Vallee on stage got \$22,000, oke.

Strand (2,000; 25-35-50) 'Wild Boys of Road' Should do \$9,500, all right. Last week, 'Missing Persons' (FN), \$9,500.

KC'S FLOCK OF GOOD PIX, 'FLIGHT' \$17,500

Kansas City, Oct. 9.

This is one of the eventful weeks of the fans, if they try to see all of the first runs offered.

Loew's Midland, after an extended publicity campaign, has 'Night Flight' with its array of names, and is counting on one of its smash weeks. 'Ann Vickers' is showing at the RKO Mainstreet, and is expected to hang up a real mark for the house.

After two week 'Dr. Bull' the Fox 'Uptown' is going musical with 'My Weakness'. Picture has been crossed and will get the hot-cha crowd.

The Newman had the opposition guessing. 'Too Much Harmony' was held over for three days, with 'Golden Harvest' going in Monday for four days and then Mae West's picture for a run.

Last week spot, spotty, of the downtowners opened nicely and held up strong over Sunday when things happened and business slipped, pretty badly for some of them. All suffered on their matinee business, the blame going to the World Series, as the customers hung to their radio.

Estimates for This Week
'Liberty' (Dubinsky) (800; 10-15-20) 'Ann Carver's Profession' (Col), half; 'Vampire Bat' (Maj), split. In spite of low prices the steady grind counts and will get close to the normal \$10,000. Last week 'Bed of Roses' (RKO) and 'Cocktail Hour' (Col), ditto.

Mainstreet (RKO) (3,200; 25-40) 'Ann Vickers' (RKO). Heavily advertised and will hit \$9,000, good. Last week 'Morning Glory' (RKO), \$8,500.

Midland (Loew) (4,000; 25-) 'Night Flight' (MG). Extra newspaper space and numerous publicity stunts and tie-ups brought long line of front office house again for the opening and it looks like a big \$17,500. Last week 'Turn Back the Clock' (MG), \$8,700, fair.

'Ann Vickers' (RKO) (25-40) 'Too Much Harmony' (Par). 'Golden Harvest' (Par), split. First picture a holdover and management looks for \$9,000 with about \$4,000 for the theatre. Last week, 'Golden Harvest' (Par), split. First picture a holdover and management looks for \$9,000 with about \$4,000 for the theatre. Last week, 'Golden Harvest' (Par), split. First picture a holdover and management looks for \$9,000 with about \$4,000 for the theatre.

Uptown (Fox) (2,040; 25-40) 'My Weakness' (Fox). Biggest advertising campaign the house has seen, but it is being spent for \$42,000, good. Last week 'Dr. Bull' (Fox), second week, \$35,000, good for six days.

Lincoln's 2 Fan Dancers May Get Wot Biz There Is

Lincoln, Oct. 9.

Well, there are fan dancers and fan dancers and local stage shows are getting into this stretch. Both vaude houses, the Lincoln with Roxanne Carmine—the Orph with 'Fay Baker' have a fanner to attract some biz. The pic bill along the row is very weak, so it seems that all the patronage would seep into these two houses.

The same thing is happening again that has always happened with vaude here. With each week's presentation more attention is being paid, and money, too, for music that is being spent for the show people want to see. When an attempt is made to put more people on the stage, they come in by way of the vaude and the entertainment ability. At the same time, with the increase of dough going for music, the budget act falls lower and the quality likewise.

Tracy-Brown's outfit at the Orph holds for the third week, but they're getting wise and bringing in some acts instead of depending on their stock-presentation system. Biz slumped badly in this spot last week and they had to bring two acts from Chi to make the middle of the week, but it was too late to do good. Ted Leary brought into the Lincoln last week with the understanding that he'd be in for about three weeks, had the proposition blow up in his face at the end of the first six days, and he's been in Chi to make way for a three-act standard bill with the O'Connor family, Frank Melino and the fan-flipper.

Biz is way off all around, but it's evidently a booking fault.

Estimates for This Week
Colonial (LTC) (750; 10-15-20) 'Narrow Corner' (WB). Set for first hit but may not fair \$650. Last week 'Charlie Chan's Great

Chance' (Fox) and 'Crossfire' (RKO) split, had nice week, \$900. Lincoln (LTC) (400; 10-25-40) 'Goodbye Again' (WB) and a stage show with Roxanne Carmine doing a fan dance and the O'Connor family. Should be the house of the slump, maybe near \$9,000. Last week 'Baby Face' (WB) and stage presentation of Ted Leary's 'Big Moments of 1933'. Week went only fair as the pic and the foot-light stuff was very weak. A liberal gross would be \$2,500.

Stuart (LTC) (1,900; 10-25-40) 'I Loved a Woman' (WB) 'Don't excite any shouts from the house but will get over the house nut all right. Moderate at \$2,300. Last week 'Too Much Harmony' (Par) didn't do excitable biz, but nicely at \$2,600.

Liberty (Indie TC) (1,400; 10-) 'Her Mad Night' (Maj) and 'Rainbow Ranch' (Mono) split with serials on both halves. Will keep up the average \$900. Last week 'Gully or Not' (Gully) (Mono) and 'Gold' (Maj) split, \$1,200 to \$700.

Orpheum (Indie TC) (1,300; 10-25-35) 'Young Bride' (RKO) and stage show. Built around the third week, but it's been a week which will have to take a back seat for the fan dancing of Fay Baker, another gal who watched Sally Rand, and let's go to her head. Show will probably do \$9,400 which is just about breaking even. Last week 'Woman I Stole' (Col) and 'Tracy-Brown's Stage show' which slumped badly, mid-week, but an unsuccessful attempt was made to bolster by bringing in some new acts. Week was disappointing with a very low \$1,200. There was a midnight show thrown in, too.

State (STI) (600; 10-15-25) 'Rio Rita' (RKO). Revived version goes here and will be about able to take good \$10,000. Last week 'For a Day' (Col) in second week good for \$1,100. Nice.

Estimates for This Week
'Liberty' (Dubinsky) (800; 10-15-20) 'Ann Carver's Profession' (Col), half; 'Vampire Bat' (Maj), split. In spite of low prices the steady grind counts and will get close to the normal \$10,000. Last week 'Bed of Roses' (RKO) and 'Cocktail Hour' (Col), ditto.

Mainstreet (RKO) (3,200; 25-40) 'Ann Vickers' (RKO). Heavily advertised and will hit \$9,000, good. Last week 'Morning Glory' (RKO), \$8,500.

Midland (Loew) (4,000; 25-) 'Night Flight' (MG). Extra newspaper space and numerous publicity stunts and tie-ups brought long line of front office house again for the opening and it looks like a big \$17,500. Last week 'Turn Back the Clock' (MG), \$8,700, fair.

'Ann Vickers' (RKO) (25-40) 'Too Much Harmony' (Par). 'Golden Harvest' (Par), split. First picture a holdover and management looks for \$9,000 with about \$4,000 for the theatre. Last week, 'Golden Harvest' (Par), split. First picture a holdover and management looks for \$9,000 with about \$4,000 for the theatre.

Uptown (Fox) (2,040; 25-40) 'My Weakness' (Fox). Biggest advertising campaign the house has seen, but it is being spent for \$42,000, good. Last week 'Dr. Bull' (Fox), second week, \$35,000, good for six days.

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San Francisco Competition Hot; 'Must Love' 14G's, 'Weakness' 11G

'VICKERS' OK \$12,000, ETHEL, \$8,000, CINCY

Cincinnati, Oct.

Vickers' is collecting top money along the rialto currently. 'My Weakness' has Capitol registering black after fortnight of sluggish biz, and 'One Sunday Afternoon' is sunshine for the Lyric.

Palace, with Ethel Barrymore heading vaude unit, and 'Sing, Sinner, Sing' the same feature, not so hot. 'Dinner at Eight,' roadshowed at Shubert, okay in second week.

Estimates for This Week
Albee (RKO) (3,300; 35-44) 'Ann Vickers' (RKO). Popularity of Sinclair Lewis story, growing fame of Irene Dunn, added blurs in press and on 24-sheet boards, and puffs and cricks chorusing a sweet \$12,000.

Last week 'Too Much Harmony' (Par) toned down to \$11,500, which, while swell, didn't maintain forte tempo of first three days.

Palace (RKO) (2,900; 35-44-50) 'Sing, Sinner, Sing' (Maj) and Ethel Barrymore heading five-act vaude intact. Picture, under class for this house, panned by reviewers. Latter divided in opinions, ancient sketch employed by Miss Barrymore, negative side contending-vehicle prohibits real flashes of her dramatic art. Stating page points to \$8,000, only faintly. Last week 'Rafter Romance' (RKO) and 'Strike Me Pink' revuette, \$18,500, hot today, high for new season.

Lyric (RKO) (1,394; 35-44-50) 'One Sunday Afternoon' (Par). Cooper and Wray shadowed by pix title. Should fetch \$6,500, smiles. Last week 'Broadway to Hollywood' (MG) \$4,500, below average.

Capitol (RKO) (2,000; 35-44) 'My Weakness' (Par). Heavy billing for Lillian Harvey. Musical romance trade thinking along for \$1,000, okay. Last week 'Power and Glory' (Fox) \$3,000, weak.

Keith's (Libson) (1,500; 39-44) 'I Loved a Woman' (WB) 'Don't excite any shouts from the house but will get over the house nut all right. Moderate at \$2,300. Last week 'Too Much Harmony' (Par) didn't do excitable biz, but nicely at \$2,600.

Shubert (2,190; 60-84-108-165) 'Dinner at Eight' (MG). Twice daily. Holding strong at \$11,000 in second week, following a wholesome \$15,000 on first seven days.

Grand (RKO) (1,025; 20-25-30-35) 'Headline' (Col) and 'Blind Adventure' (RKO). Split week. Bringing \$1,900, ordinary. Last week 'Good Companions' (Fox) and 'Before Dawn' (RKO), divided, \$1,500, poor.

Family (RKO) (1,000; 20-30) 'Girl in 419' (Par), 'Midnight Club' (Par), and 'Another Language' (MG). Split repeat, \$1,000, okay. Last week 'Arizona to Broadway' (Fox), 'Best of Enemies' (Fox), and 'Tugboat Annie' (MG), returns, \$1,700, slow.

Strand (1,600; 25-35) 'Narrow Corner' (WB) and five acts of vaude, booked by Gus Sun, with featured Wayne Six topping. Film is most important thing at this house since it was taken over by owners last season. Stage fare an improvement over past fortnight, but still no family trade.

Current take close to \$4,200, nice. Last week 'The Avenger' (Mono) and vaude headlined by Costa and Carletta, \$2,800, mild.

PROV. BLAMING B. B. FOR SLOW B.O. PACE

Providence, Oct. 9.

A dizzy start all around, and nobody knows why. Some exhibitors blaming change of opening days for poor starts. Others blame world series. For first time in years every stand on the main stem is switch- ing programs Fridays with one exception. Opening have been rather screwy for years, and much confusion has resulted. This week both the RKO Albee and Fay's, vaude houses, open programs on Friday instead of Saturday. Much confusion all around except at the RKO Victory where split week bills open Sundays and Thursdays.

Friday was looking out day the theatres have experienced in some weeks. Saturday pick-up was noticeable, and with the world series out of the way most stands figure on a sufficient climb to make things even.

The RKO Albee joined Fay's and Loew's with stage shows this week. Paul Whitehead's 'Scandals' attraction. Whiteman pulls freight Wednesday night, Thursday tabloid version of George White's 'Scandals' moving in for an eight-day engagement.

Although Marie Prevost is headlining at Fay's, and much ballyhoo has resulted, the two spots making the coin with stage shows are

San Francisco, Oct. 9.

With grim determination wide open pocketbooks, managers have plunged with deadly interest into the thick of Ericson's war. he've augmented

shows and their ad budgets, they're shopping for b.o. magnets—in short they're leaving no stone unturned to garner those shekels—even if it means cutting admissions, as the United Artists has done with its strongest film to date, 'Bowery', which is playing to a clipped tariff of 40 cents.

Long noted for upholding its prices, Ericson now has three separate downtown first-runs—Orpheum, United Artists and St. Francis at 40 cents and the Fox at 35. And those three are giving 'em real shows.

All of which is making the others hustle. Warfield has a stellar array of names such as Alice Brady, Jack Cooper, and Durand, in 'Broadway to Hollywood' with June Clyde, Richie Craig and Walt Roesner on stage, and is up near the heat of the parade.

Marcelo and Wagner's Orpheum got off on the wrong foot last week, but they're rapidly making up for it this stanza with Al Pearce's NBC stage play, 'Smash', an attendance record at the Golden Gate three months ago, and looks due to set a high mark at the Orph currently. Stage show has the Herman Timmerberg and Ruby Miller, and the pic is 'Ladies Must Love.'

Estimates for This Week
Columbia (Pincus) (2,700; 60-75-115-160) 'Dinner at Eight' (MG) (2nd week). Holding up well after an excellent \$11,000 first week. Stays on, possibly two more stanzas.

Embassy (FWC) (1,400; 35-55) 'Too Much Harmony' (Par). Satisfactory at \$4,000. Last week 'Penthouse' (MG) got same figure though heat cut it down.

Fox (Leo) (5,000; 25-35) 'Lillian' (Col) and stage show, with Ted Brown and Tommy Harris, clicking at \$15,000. Last week, first of this new policy, with 'Sweetheart of Sigma Chi' (Mono) and FiOrito here, \$14,000.

Golden Gate (RKO) (2,844; 30-40-65) 'Midshipman Jack' (Radio) and vaude, with tab version of 'Salome'. Got off on a shaky start with extra hot weather and rain, but \$11,000. Last week, second of 'Lady for a Day' (Col) was surprisingly good at \$12,500, after a \$17,500 first week.

Orpheum (Loew) (2,000; 25-40) 'Ladies Must Love' (U) and stage show with Al Pearce and gang, Rubie Wolf, the Herman Timmerberg, and Dave Phillips. Last week, \$11,000. A big click at \$14,000, which is plenty okay. Last week was in the red with around \$8,200 with 'Brain Trust' (Radio) hastily thrown in after first show in addition to 'Tarzan' and stage show.

Paramount (FWC) (3,700; 30-40-50) 'My Weakness' (Fox). First week, \$11,000. Last week, \$11,000, kept down by competitish. Last week 'Torch Singer' (Par) and a swell drawing show 'Aniakchak' got \$10,000.

St. Francis (FWC) (1,500; 25-40) 'Captured' (WB) and 'Golden Harvest' (Par). Average \$6,500. Last week, 'Beauty for Sale' (MG) and 'Bowery' (U) did \$7,000.

United Artists (1,400; 25-35-40) 'Bowery' (UA). New lowered prices cutting down big attendance to \$7,000, which means a lotta people. 'Post' week 'Power and Glory' (Fox) went bust at \$5,000 on the week.

Warfield (FWC) (2,700; 35-55-65) 'Broadway to Hollywood' (MG) and stage show, with Walt Roesner, June Clyde, Richie Craig. Names in pic pulling and looks like \$18,500, okay. Heat lowered attendance. Last week, 'Too Much Harmony' (Par) last week to \$19,000.

Loew's and the Albee, enticed neck and neck.

Orpheum's pull shows daily to make up for poor Friday start, and chances are by Wednesday the tally will be close to \$8,000 for the six days. The Orph's main attraction, principal screen attraction Albee has a business depending mostly on the stage.

'Night Flight' at Loew's with Joe Brown headlining vaude. Picture not so hot, but the crowd is as anticipated. Even though there may be a slight pick-up later in the week the most house seems set for a \$9,000, about average.

Fay's has 'Narrow Corner' screen, type of film not likely to click with the patronage at this stage. If business perks over \$6,000 it will be a success.

Once more the Paramount seems to have the lead over the Majestic, the town's only other straight picture house. 'Golden Harvest' with 'Sing, Sinner, Sing' on twin bill with 'Tarzan' serial and couple of other shorts. While this week will not up to the pace house has been setting the

(Continued on page 26)

Gaumont British Unifies Sales Arm, Rowson, Gell Out; Woolf in Charge

Gaumont British has merged all its subsidiary film distributing companies into one, the combination to be known as Gaumont-British Distributors, Ltd. That takes in Gaumont, Ideal, and W & F.

Simon Rowson, who headed Ideal Films, Ltd. (which was started about 20 years ago), until just recently, and has been a director on Gaumont-British Pictures since its formation has resigned from the board and all other company activities. He has some projects of his own in view. Also resigned is William Gell, who was general manager of the Gaumont Company.

That pretty much leaves C. M. Woolf in control at the head of things.

Move is considered generally a simple matter of consolidating activities that were too spread out. Company getting all its distributing business together under one head figures to function that much easier and cover the market with more facility, besides being of considerable help to exhibitors who can now book films easier by going to one main source, rather than talking to several groups of salesmen.

FINNS GRADE CINEMAS BY ADMISSION SCALES

Helsingfors, Finland, Sept. 28. Theatres in this city have been classified according to price scale by the government, with new law definitely forbidding them switch entrance fees in any way. Theatres are in three classes with five houses in class one, 20 in class 2 and the remaining ten in class 3. Idea is to keep houses from switching prices or going up and down according to whim of owners or pictures booked in.

Italian Tax and Cost Dubs \$5,670 Average

Rome, Sept. 28. The newly imposed tax on all pictures dubbed in Italy—and none but pictures dubbed here can be shown—amounts to lire 25,000 a picture. At the present rate of exchange, this is around \$2,200—a pretty heavy impost. When films are sent to the censorship here, they must now be accompanied by a receipt for this lire 25,000, or they will not be examined.

Distributors, renters and agents here of the foreign films called a meeting after the issue of the decree of last week, and since then representations have been made to the ministry that the tax is much too heavy.

Several of the big American firms who have agencies here import as many as 20 or 22 pictures a year, so they would be expected to contribute lire 500,000 (\$45,000) or so to the state. There are three or four big American firms including Paramount, Fox and MGM who import about this number of films in a year and a number of other firms importing anywhere from six to 12 pictures.

It is hoped here that the operation of the new tax will be suspended until further conversations have taken place between the representatives of the foreign producers (chiefly American) and the officials of the ministry. Other ways of collecting the tax are being proposed, and it is hoped that some relief will be forthcoming. The tax is particularly hard on the small importer who often will not get more than a few hundred lire, or 25,000 where he wants a picture passed by the censors. The cost of dubbing an average feature film here is around 45,000 lire. The new tax brings the cost up to 70,000 lire per picture (\$5,700).

Morris' Overseas Mission

Sam Morris, head of Warners' foreign department, landed in London Thursday (5) for a six weeks' o.o. of current condition on the Continent.

After a week or so in London he'll go on to Paris and other European spots.

British 'Tarzan' Rights

Bought by Arthur Dent

Arthur Dent, head of BIP, now in New York, closed with Sol Lesser Friday (6) for the British distribution rights to

Jack Barnstyn, foreign agent, sailed for Europe Saturday (7) on the S. S. Franconia to arrange for the films' sales rights in other European spots. Sol Lesser, who heads Principal Pictures, will join him in about a week or two. He is slated to sail Oct. 14 on the Ile de France.

CZECH WALKOUT BY U.S. STICKS

Repa department went together last week to talk over the Czechoslovak situation and decided, despite all rumors and talk to the contrary to stand pat and continue refraining from business activities in that country. It's now 17 months since the American companies walked out.

Several strong rumors around that United Artists intended going back to film distribution there brought about the meet, with UA assuring the other companies nothing of the sort was or is being contemplated.

METRO'S MADE-IN-MEX PICTURES, 'VILLA' 1ST

Mexico City, Oct. 9. Harry Oliver and Arthur Rosson, Metro execs., and Capt. E. L. Holmdahl, American soldier of fortune, who fought in several Mexican revolutions, here for preliminaries of Metro's forthcoming 'Pancho Villa', a made-in-Mexico production based upon the exploits of the late General Francisco Villa. Metro has in mind two other Mexican pictures, to be made in this country.

Latest native talker, 'Sagrario' ('Sacrament'), a heavy Mexican drama, produced by Aspa Films, a new native enterprise, megged by Ramon Peon and starring Ramon Pereda, who has figured in several American-made Spanish spoken pics, is now on exhibition at the Cine Palacio here. Good biz.

Indo-America Films, another new Mexican producer, announces that its 'Profanacion' ('Desecration'), musical drama, for the Cine Palacio Oct. 28.

Hemingway, Miffed at

Fox, Snubs Movietone

Madrid, Sept. 27. Fox Movietone, extending its coverage organization in Europe, has opened a branch in Madrid staffed by William Murray, cameraman; William Steiner, soundman, and Hns Handle, editor.

Local office planning train Spanish newspaper photographers. Presently Madrid-Film doing developing and printing, while regular Fox office in Spain, Hispano-Fox Film, distributing prints all over Spain, Portugal and Canary Islands. Local office tried line up Ernest Hemingway, author, for newsreel shots, but the bullfighting expert gave them the cold shoulder. Said he was sore at Fox because of deal on title of one of his books.

Prague Filmers Accused

Prague, Sept. 27. Ludwig Kanturek, film distributor, the former 'Prague' manager for MGM, has been arrested, accused of violating exchange transactions by reporting to the Czechoslovakia National bank a higher price for imported films than in the list price, and thereby obtaining a larger quota in the entry into the country of foreign films.

Similar action has also been taken against the Moldavia company of Prague.

Sentimental British

'Moonlight and Pretzels' (U) has been re-released 'Moonlight and Melody' for British distribution.

Original title not hot enough for British trade, U's London office thought.

ENOUGH GERMAN FILM IN SIGHT

Washington, Oct. 9.

Despite the Nazi rule having stopped film Germany for some time, Cauty, U. S. trade commissioner in Berlin, reports that it is becoming increasingly evident there will be no film shortage in Germany this season. Since June, says Mr. Cauty, 163 feature releases have been announced, and although there is as yet no complete season's release list available, it is felt that requirements for the season will be from 200 to 250 films, and that the figure will be met.

Enforcement of the single feature law, recently promulgated, says Cauty, will also help to prevent a shortage.

Golden Rule Custom in Soviet Filmworld Makes Milestone Rub Eyes

Moscow, Sept.

Lewis Milestone has been making a really conscientious study of Russian film production methods, theatres and night life.

Chief purpose of his prowling is to gather impressions and material for his production of Ilya Ehrenberg's novel, 'Nikolai Kurbov', scenario by Laurence Stallings, for the time being called 'Red Square'. Milestone has been lining up costumes, drawings, etc., for use in Hollywood. Speaking of Russia as a native—as he happens to be—Milestone finds it easier to penetrate the mysteries of existence under the Soviets than most visitors. He has a lot of good to say for it. In particular he is enthusiastic over the spirit of collective work which he found in film studios both here and in Leningrad. In place of the jealousies and intense competition which are normal in Hollywood, he said, he observes here a real effort at co-operation. Different directors and different trusts help one another and take a genuine pride in each other's achievements. It seems to him.

Stallings left Moscow before Milestone got here, so that they never met on Soviet soil. The former's anxiety to get home made it necessary for him to leave another and England, while Milestone was too interested in Leningrad to go on to Moscow in time.

Nemirovich-Danchenko, the grand old man of the Russian theatre, acted as host to both Stallings and Milestone in turn.

RKO's Mex Air Plug

RKO has a tie-up with XEW, Mexico City, largest in Mexico and Central America, for a once weekly broadcast of RKO entertainment.

Ambrose Dowling, now on a tour of Latin America, set the tie-up.

'Miserables' Readying

Paris, Sept. 30.

Raymond Bernard's film of Victor Hugo's 'Les Miserables' has been completed and is being cut and prepared for the season's release.

In the cast are Harry Baur, Max Dary, Charles Dullin, Florelle, Marguerite Moreno, Josseline Gael and Charles Vanel.

BIP Offers Film Here

'Heads We Go', British International picture starring Constance Cummings, has been retitled 'She Knew What She Wanted' for American consumption.

Picture was previewed on upper Broadway last week and is being dickered for by several companies for national distribution.

Three-Cornered Film Quota Wrangle In Europe Outcome of Tariff Jams

BRITISH STUDY COLOR

Inquiry Here About Process for Gaumont 'Chu Chin Chow'

Feelers being put out Gaumont— in New York and Hollywood as to color processes in use and what their possibilities are. G-B would like to use color in a forthcoming musical filmization of 'Chu Chin Chow'.

Show has been on the production schedule of G-B for some months now, with Walter Ford down to meet, but company isn't certain what to do on the matter of color.

SOVIET LEARNS OF MARQUEES

Moscow,

'Let Soviet Stars Shine!'

This is the headline over an article in the 'Kino Gazette', mouthpiece of the Soviet film industry. It carries explicit confirmation of a Varnery story several months ago forecasting the deliberate development of screen stars in Soviet motion pictures.

Why should it be, asks the 'Kino Gazette', that Soviet film fans can reel off the names of a score or two of foreign film favorites, but generally cannot remember more than one or two of their own? The answer, of course, is a simple one. Until now the Soviet government turned thumbs down on personal glorification of film players. It put the stress on the 'collective of players.' If there was any personal credit at all it went to the director.

Now the great change has come. Players will be featured and publicized as in other countries. The 'Kino Gazette' goes on to say that it is now the duty of every director to seek out and develop likely star material. Instead of grabbing a desirable player from someone else, or picking one off the legitimate stage, they must cast around among new talent and nurture it to stardom.

NAZI DECREE SETS UP PARADISE FOR YESMEN

Berlin, Sept. 30.

Uniting the corporations of all artistic professions supervised by the Federal Office for Public Enlightenment and Propaganda, the cabinet of the Reich passed on Sept. 22 an act creating a 'Federal Chamber of Culture.'

As head-organization it controls chambers for literature, press, radio, legit, music, fine arts and film, each forming a corporation operating under the public law. It is probable that membership will be compulsory.

The official comment points to the fact that it is not the intention of the national-socialist State to create culture 'from above.' It is to the State to fight detrimental influences and to support tendencies valuable to culture according to their sense of responsibility toward the national community.

'In this respect cultural work is to be a personal matter and free. It is necessary, however, in order to follow a policy of German culture, to unite all those concerned to a uniform formation of will under the guidance of the Reich.'

Gardiner's Paris Deal

Paris, Sept. 30.

Louis Gardiner, old-time Paramount director who arrived here recently from Hollywood, begins Nov. 1 preparing to make four pictures independently, contract with Paramount for distribution. Pictures to be filmed in French, stories not yet chosen.

In addition to multigated quota law on pictures the government has ordered a new rate high duty on French films, make practically impossible to bring films in that language into the country any longer. French pictures have been pretty big winners at local box offices.

Idea is wrist-slapping for French high duty on port wine.

Films Annoyed

Paris, Oct. 1.

French filmers are annoyed at the new quota and tariff regulations in Portugal, especially those which openly take a slap at French pictures. Several companies received telegrams cancelling all pictures immediately on promulgation of the new law and are waving their hands frantically.

Chambre Syndicale busy on the thing immediately and is conferring with government foreign office officials in an attempt to get the thing straightened out somehow.

It's the second blow to French films within a month or so, other coming in Italy where the quota law was quickly brought up and showed through before anyone was aware of it. It too, takes a special slap at French films, but in a straight film retaliation manner.

Smith i Rome

Rome, Oct. 1.

Harold Smith, Paris rep of the Hays office, has arrived here to look into the matter of the new Italian quota law.

Loy was put through so fast no one in European film circles was aware of it until it became fact and Smith is trying to find out for American filmers just how bad it is and what can be done to ease it, if anything.

'Cavalcade' German Hit Despite Active Antis

Berlin, Oct. 1.

'Cav' (Fox) in dubbed German, opened strong here and is doing big business, despite some anti- agitation from political quarters.

Indication of the mental attitude is the criticism of the film in the 'Angriff am Montag', which feels that the picture is too preachy for sentimental pacifism purposes to help humanity. Reviewer describes the film as 'the death dance of liberalism.'

Spanish Orpheus Does

Four, Five in Making

Madrid, Sept. 26.

Orpheus Films has completed four Spanish language films and has five others in preparation. The finished product includes

'Susana's Secret', comedy by Honorio Maury, directed by Benito Perojo, starring Rosita Diaz; 'Bolicho', operetta by Francisco Elias and Antonio Graciani, music by Irujo, Fugazot and Demare, directed by Francisco Bellas, starring Irujo, Fugazot and Demare; 'Marine Cafe', from famous work by Jose Maria Sagarra, directed by Domingo Pruza, starring Rafael Rivelles; 'Odium', by Wenceslao Fernandez Flores, directed by Richard Harlan, starring Maria Fernanda Ladrón de Guevara.

Nazis Ban 'Red Dust'

Berlin,

Jean Harlow is a bit for German taste these coming days. That's the reason given for banning of 'Red Dust' (Metro).

GERMANY ADMITS 'KONG'

Berlin, Oct. 1.

German government has finally decided to pass 'Kong' (RKO), although with a few minor cuts.

Picture was completely banned twice, with George Cauty, U. S. government observer, helping to smooth out difficulties.

FOOTLIGHTS

FOO

"Step right up, folks, and see the show that grossed 27 percent over 'Gold Diggers' in first week-end at N. Y. Strand!" Produced by WARNER BROS. Directed by Lloyd Bacon—dance numbers created and directed by Busby Berkeley—the boys who made "42nd Street!"



PARADE

FOOTLIGHT

PARADE



JAMES CAGNEY
JOAN BLONDELL
RUBY KEELER
DICK POWELL

DE

It's a swell idea this week, because it works out beautifully. Whether or not one stager, with limited bankroll, can have sufficient ideas and put them over week after week is the question.

Picture is 'Ann Vickers' (Radio and biz Saturday afternoon good). House is still overboard on trailer.

Kauf.



**"MAEDCHEN
IN UNIFORM?"**

Shot at sunrise on the battlefield of Paramount's "DUCK SOUP", you see reading from right to wrong: Daniel Boone Marx (Groucho) Zeppoleon Marx (Zeppo) Mussoli i Marx (Chico) and Harpo, the Little Corporal, completely disguised as a standing army.

The
**FOUR MARX
BROTHERS**
in Paramount's
DUCK SOUP

Directed by
LEO McCAREY



(Continued on page 23)

IT'S MADE OF THE STUFF THAT MADE THE MOVIES

WALLS
OF
GOLD

WALLS OF GOLD
Kathleen
Norris

Great

KATHLEEN NORRIS'

sensational seller

Stirring revolt of a wife against a man who used their marriage as a smoke screen for his indiscretions...and repaid her loyalty by refusing her the right to motherhood. A woman's picture of tremendous emotional appeal...with gorgeous settings, stunning gowns.

Sally EILERS

Norman FOSTER

Ralph MORGAN

ROSITA MORENO

ROCHELLE HUDSON

Directed by KENNETH MACKENNA

JOIN THE UPSWING WITH **FOX**

EXPLOITATION

By Eps W. Sargent

'Bowery' Plugs

Naturally United Artists wanted "The Bowery," the first of the 20th Century productions, to get off on the right foot, so the exploitation staff got busy to the last office boy.

Perhaps the best single stunt was a big balloon, banneted for the show, which hovered over the Polo Grounds the first two games of the World's series. Seen by two huge crowds, and mentioned in most of the newspaper stories of the event as part of the local color.

Another valuable tie was a hook to the N. Y. Central and its 20th Century express. This got two large displays in the concourse which is not only traversed by thousands of commuters but other thousands going to and from the subway station.

Five girls and six men were dressed in the costumes of the play period and rode on about 150 busses, plugged the picture and pointed out landmarks. Opening night the men were placed on the marquee and picked up with spots, while the girls gassed the crowd milling around the entrance.

There was also a hook, through Erpi, to the Gimble 'Nearly a Century of Progress' display on the sixth floor of the store. Old timers, layouts and cells of Mickey Mouse, old posters and props from "The Bowery" were among the exhibits. Lectured by an attendant.

Personal Code

Making a by-product of old trade papers and VARIETY, one exhibit pasted all the code stories on a board as a frame for what he announced as the picture code.

Pointing out the delay in arriving at definite conclusions, he said that the theatre would continue to be conducted on the same code it had always followed.

Some of the points in the code were the best pictures procurable at the smallest price compatible with the maintenance of the product, plus cleanliness, courtesy and safety. As the house has used no premiums, there was a clause in the code that the theatre would continue to merchandise entertainment and leave crockery and tinware to the 5 and 10c stores.

This was backed up by a divided dollar, a circle with segments showing the division of the patron's dollar with sections for film rentals, shorts, projection, house staff, rent, cleaning, safety, advertising, and profit; the latter the smallest slice of all.

Made a lot of talk and felt that it presented the house in a "new light." In the divide the code, including the segments more than doubled the attraction value of the display.

For the Frosh

Ingenious gag for a college town manager was worked out from the photographic "baby" contest. All freshmen were asked to visit a certain photographer and pose for a picture for the theatre rest room which is designated as the College Room, though open to every one.

Charge to the frosh, though nothing to prevent his ordering extra prints if he wished, though he is not urged. Furnished photos are mounted in frames holding a dozen each, with the name on each, the ostensible idea being to enable the student to become more familiar with each other.

Year of the class is also on the name labels, and it is the idea of the house to make a permanent record, year by year, this being only the start. Side angle is that the local girls can learn the doctors' names, if they are interested, and many of them are. Each student is given a single to come down and view his mug-free.

Little late for the opening, but the first semester weeds out about half the average frosh, and that can be used as an excuse for waiting for the second half.

Gauging Moments

The good gag for "Brief Moment" is a paraphrase on the familiar "how high is up?" Who can answer, and others are contacted on the question. "How brief is a moment?" and their replies lead into a contest with ticket prizes for the best replies sent in with a request that the competitor must also give an incident to illustrate his idea of the brevity or length of a moment.

It might be well to give a couple of examples, since the idea may not readily be caught. General idea is that if a contestant holds for a flash it is some such incident as wrenching his foot free from a railroad switch frog as the train is bearing down on him. On the other hand the acceptance of his first proposal of marriage may be a brief moment, though considerably longer.

Should make for a good fill story, with some newspaper, but can

be conducted through board work in the lobby if the paper is reluctant to do so.

There's also a chance for clock cooperation on this gag or the title in general.

Girls Are Aces

Girls figured prominently in the promotion for Warner's "Footlight Parade" at the Strand. The opening night about 100 girls in rehearsal shorts pedaled up and down Broadway on bicycles while six girls on roller skates passed out bills on the sidewalks.

Three girls worked on a gisaw puzzle across from the theatre on a 90-foot billboard and four animated figures decorated the marquee. Cagney punches a girl, Miss Keeler tap dances, Powell sings and Miss Blondell raises and lowers her skirts in a dance. Front of the theatre, the girls in the streets are about 350 feet, each carrying a star name, and about double the lithographic paper used on the earlier musicals will be put around town to catch those who do not view the localized ballyhoo.

First Flop

Pittsburgh. Recent agreement of Pittsburgh publishers' association, banning all special exploitation stunts, put WB on a spot last week after all arrangements had been made to present Columbia's New York stunt on "Lady For a Day," now current at Stanley.

Joseph Gervens, doing special publicity for Columbia, hit town early last week and with Joe Feldman, head of WB's advertising staff here, prepared to stage the Apple Annie stunt.

Publishers turned thumbs down, unwilling to establish a precedent to the face of which only a couple of months ago. Theatre contemplated going through with idea anyway, figuring on couple of radio tie-ups, but finally decided to drop it.

The apple-seller was handed a little check by the theatre management to compensate her for the disappointment, and the homage that was to be hers for 24 hours.

Composite Ads

Warner's Strand, Brooklyn, has a permanent check ad set-up with the "Bowery Times" for the current shows. It's been running so long the house is finding it tough to get new slants, since new slants are necessary to maintain interest.

Currently it is running the composite ad idea, which was first suggested in this department. Lines picked from various ads are combined to form a new advertisement. Cash prizes aggregate \$25, cut three ways. Assures advertisers their insertions will be read.

Another device to arouse the contestants to pick out 20 words from the space which rhyme properly, sending along a tear sheet with the words. Bowery's simple, but no laborious explanation needed, but it's not as simple as it looks. Better, though to use the Strand idea and require an elimination letter telling why the "Times" ads are the best.

Caught On

In an advance notice on the special Columbia press book for "Lady for a Day," this department expressed the belief that the apple woman stunt would be the big clean up. Practically every key-city used the idea and in every instance it clicked. It's the old stuff, but it fits into this story so patly that newspapers went for it in a big way. Reports from correspondents continue to tell why the "Times" ads are the best.

Plenty of the other old stunts can be revived with the same success provided the gag manager brought story plenty of managers loathly state that they prefer to work out their own ideas. Some of them really adhere to this platform and occasionally mix out on a cash pick-up. The wise manager uses a stunt that will make money no matter whose idea it originally was. That's something to mull over.

Nixing Brodie Stunt

Pittsburgh. Classified ad in a local daily last week for a bridge-jumper to leap off a local span as an exploitation stunt for "The Brodie Stunt" got close to 500 answers—all of them willing to pull the trick all the way from \$1 to \$10. Included were several women, one of whom told the story plenty of managers loathly state that they prefer to work out their own ideas. Some of them really adhere to this platform and occasionally mix out on a cash pick-up. The wise manager uses a stunt that will make money no matter whose idea it originally was. That's something to mull over.

Get a Supply

Managers, particularly those in the cities, should lay in a supply of autumn leaves when the foliage is at its brightest and put them aside for the thanksgiving display, when the leaves will be dull and dried. Best preservative is to press each leaf singly with a hot iron and a little paraffin. Not as laborious as it sounds, and it keeps the leaves in good shape against use. They can be used for frame outlines, on still cards and elsewhere. A couple of hundred leaves will make a fine display and be more effective than branches, which are likely to be shrivelled by Thanksgiving.

Leaves also can be kept in very fair shape in an ice box if they are wrapped to be protected against dehydration in electric leaves. While on the trip, it might be well to add a few shocks of corn, which will aid the decorative effect. Careful managers will apply one of the standard fireproofing solutions.

Getting Action

Drums operating horizontally and carrying cut-out to advertise a feature are growing increasingly popular. Advantage is that it gives four or five times instead of only one. Can be made still more efficient if cut-outs are given vertical motion in addition to the horizontal travel.

This can be accomplished by attaching the cut-outs to the hub with a hinge permitting vertical motion. Base of cut-out is mounted on a semi-circular track and there are humps in the track on which the outer portion of the drum rides. Track should be slushed with axle grease to decrease friction. As the wheel turns the cut-outs ride over the humps. Highly effective for horsemen but almost as good for figures and contributing to all-important eccentric motion which demands attention. Basic idea can be worked out in a variety of ways.

Flying 'Round

Loew's State used a night cruising plane with neon lights for exploiting "Night Flight." Same stunt will be used in "Frisco, Seattle and Portland."

Kidding Fans

Los Angeles. Effective doorway devised for Universal's "Saturday's Millions" is in the form of a footlocker. As the patron picks up the usual lathe engraving and the reverse containing the names of the two mythical colleges in the script, location, etc., all looking very up-tudy at first glance.

Bewhiskered Figs

New York. Translux theatre on Broadway attached whiskers to the poster display of "Little Red Meth City" in front of house. Short was in its 6th week. Sign read: "We've been here so long we've grown whiskers."

Varies Tabloid

Monroe Greenhalgh, of United Artists, is varying the almost inevitable tabloid throwaway by going to pink paper for its toss-out on "The Bowery" and "The Police Gazette" with a very fair imitation of the old "Police Gazette." Colorfully illustrated and mildly kidding ancient ways and manners, it makes a sales item which should prove profitable.

Ample space for the house imprint on the third page, with room enough for the frugally minded to sell off a part to merchants to absorb the expense. Story is the type which can be well sold by this type of appeal.

Since someone has been monkeying with the facts in showing a picture of John L. Sullivan whom Steve Brodie is grooming to meet Paddy Ryan. That happened long

before Brodie says he hopped the bridge and Sullivan was owner of bigger and better saloons than Brodie ever dreamed of.

Pretty Easy

There seems to be no connection with "F. P. I." and the new movie-lands in the Atlantic, but the drive is a natural for the picture, which was suggested by the preliminary announcements of the idea.

Pictures of the islands it is supposed to be built are duplicates of some of the Fox art on the picture and naturally, since the film island was supposed to be laid out on the same lines.

It would be a good idea to collect these newspaper stories against possible use and it also suggests the advantage of a model contest along the familiar airplane lines.

Not often that current news, ties so completely into the picture as this. Please, but no complaint as to that.

Phones Kicks

Large house, which has had a lot of trouble with complaints, got a similar customer-to-manager stuff, figures it has got the headache powder in the shape of a telephone extension in the lobby on which any patron may call the office.

If it's lost articles and similar routine, the switchboard girl makes the proper complaint, got a kick the attempt to pour oil on the troubled waters. If the oil doesn't seem thick enough, she throws the call to some higher up diplomat, for the time being, the manager, who knows what it's all about before he approaches the irate customer.

Later-angle alone seems to make it worth while, but it takes a lot of time and trouble in recording losses, etc. All floor employees merely refer the person to the phone in the lobby and do not have to go off station to find someone to front.

It's a house phone and not a line extension, so it costs only the installation, which is less than the phone service charge for a year.

For Theatres, Too

Birmingham. Howard College, once or twice a year during the football season admits boys to football games with coat hangers. Stunt can be adopted to theatres and hangers disposed of to dry cleaners. Provided in good condition. During a recent game, 1,500 kids brought in a total of 4,000 hangers and during the season last year 1,500 kids brought in 75,000 of the kids.

F. P. I. Aero Contest

Newark. The Terminal on "F.P.I." offered a model aero contest for members of the Newark Aero Club. George Henry, 1400 boys to the house for a morning showing of the film. Prizes were awarded by Lieut.-Col. George A. Vaughn, Casey Jones, Lieut. Alworth, head of the Newark airport.

Local Hook-In

Oklahoma City. One of the most sensational and timely a campaign ever accorded a flicker in these parts was conducted for the Liberty engagement of "Bureau of Missing Persons," by Warner's local chief, George Henry. And the response at the b.o. almost tied the record established at this house by "Gold Diggers."

Throwing the regular campaign into the basket, Heeger adapted all ads to a tie-in with the locally red-hot Urshel kidnap trial by using sensational stuff on the principle of "The Great Escape" along with the copy on "Machine Gun Kelly," head of the terror ring. He also utilized the greatly publicized death-threat to Federal prosecutors.

BEHIND the KEYS

Arnold Albert, with "Warner Bros." advertising and publicity department for seven years, now ad lib head for the new part owner of the Palace, Lockport, N. Y., is looking over a number of Schine houses hereabouts with the idea of adding to his string. De more recently was city manager of the State and American, East Liverpool, for A. G. Constant.

Canton, O.

George R. Delia, former manager of the Palace for A. G. Constant of Steubenville, the now part owner of the Palace, Lockport, N. Y., is looking over a number of Schine houses hereabouts with the idea of adding to his string. De more recently was city manager of the State and American, East Liverpool, for A. G. Constant.

Los Angeles.

Harry Denny, new manager of the Rosemary, Ocean Park, replacing John Vainiko, who has gone to the Lyric, Huntington Park.

Wayne Dallard, former manager there, now at the United Artists, Long Beach, in place of Ray Rockett, who has left Fox West Coast.

Hartford, Conn.

Charles Benson appointed manager and Robert Hart assistant of the reopened Palace. Jack Stearns at the Capitol as picture artist.

William Stevenson manager of Parson's, legit.

Los Angeles.

Fox West Coast has increased wages, cut down on hours and hired more people in the home office in compliance with the NRA, and only a minor stranger than provided for in the code.

Magic

What seemed to be a magical act was deftly worked out at a wire window on a picture that warranted extra trouble and a little expense. It was based on the familiar black art idea, but that's still attractive to the layman.

Effect was a black draped window space with black sides and floor. A row of naked electric bulbs ran across the floor and another hung from the ceiling in front of the recess. Just enough light used to hide the mechanism. Inside the space a man, dressed in white, flung balls of cotton against a board, the balls clinging to spell out the title of the picture. No one seemed able to figure how the balls could be thrown so accurately nor what was holding them.

Another was that the board was drilled with holes through which black threads passed. Weight on the other side of the board to each thread, and these dropped into the ceiling through a trap. Held on a table before use, by a small rod which prevented the balls from being pulled out of turn. As soon as the title was spelled, a black cloth was whisked off posters and sales copy against the back. After a few minutes the store's window shade was pulled down, the stunt repeated and the show was over. No as hard as it sounds, and they talked of it for weeks.

Title Contest

Pointing out that many plays have titles which bear no relation to the story, the theatre is offering a weekly prize for the best new title submitted by any patron, the title to be brief, to be fully explanatory, and to have sales value.

Awards are made each week of four, three and two tickets for the most suitable titles, with the odd proviso that if the same person wins prizes in two or more contests, there is a ticket added to the prize for each previous winner. For example, a person winning a prize for the fourth time would receive three extra tickets.

Figures that people will come in order to compete, but the manager feels that the greater value of the idea arises from a developing consciousness that often a good play is hidden behind a poor title. Hoped that the patrons eventually will learn to pick plays by entertainment value and not on titles alone.

Circus Stunt

Birmingham. Whether it was the love or a publicity gag is not known but the press notice received by "Doc" Waddell, of Dodson World Fair Shows was a nifty. While in Mississippi he wrote a letter to the editor of the "Daily News" at Jackson saying one of his elephants had a bad case of appendicitis.

He was asking for a surgeon who believed in the use of X-ray to remove the appendix from the elephant and invited any surgeon to get in touch with him when the show passed through Jackson en route to Natchez. He specifically stated he wanted no veterinarians as the elephant was more like a human being than an animal. Story landed on page one.

Taking a Trip

Getting a slant on the old shopping trip, it's a good stunt to put in a man instead of a woman shopper and to let the man buy "One Man's Journey" through the stores.

Best scheme is to lay out the trip and announce that the journeyman will buy the best bargain at each store. Prizes to those who look over the stocks and offer the best lists as to which article the man will likely purchase in each store. Perhaps better to limit the selection to the goods displayed in a certain window or all shop windows.

Another angle is to provide that the man will present passes to fellow shoppers, not on the old Raffles identification system, but arbitrarily, which will bring a crowd and still cause less confusion.

Can be used to get a co-op page from the stores and to tie them in to good exploitation.

NRA Ups H.C.L. Argues

Union, Keeps Scale

San Francisco, Oct. 9.

Although Los Angeles musicians voted last week to shelve their theatre scale and classifications, Local 6 balloted on the same question and decided to maintain the present prices.

Director and members felt that with cost of living going up, and even NTA upping wage scales, now was the time to cut.

"A WOMAN'S PICTURE, AND A HELUVA GOOD ONE"



**IRENE DUNNE
WALTER HUSTON**

in
**SINCLAIR LEWIS'
GREATEST NOVEL**

Ann Vickers

with

**CONRAD NAGEL BRUCE CABOT
EDNA MAY OLIVER**

Directed by John Cromwell
A Pandro S. Berman Production
MERIAN C. COOPER
EXECUTIVE PRODUCER

IRENE DUNNE shines as Lewis' heroine . . . her interpretation of Ann is a beautiful performance . . . she makes the positive honesty and capability of Ann shine through her every action and word.
N. Y. Daily News

★
Ann Vickers seen with Irene Dunne in fine portrayal
... Miss Dunne is superb.
N. Y. American

★
Ann Vickers. Stunning Picture . . . Irene Dunne achieves distinction in role of Lewis' heroine . . . women particularly will relish Ann Vickers . . . it is a fine story . . . brilliantly impersonated.
N. Y. Daily Mirror

★
Ann Vickers is a woman's picture and a heluva good one . . . chalk up a winning performance for Irene Dunne in the title role.
Motion Picture Daily



Stock Market

(Continued from page 8)

many industries have complicated the government's problems. Business in general appears to be making some progress, with the exception of the steel and allied trades, which really are a basic index. These heavy industries seem to be lifeless after dropping off from the peak of the July and August upturn. In a vague way sentiment downtown is that the seasonal drop such as the current one, there will be a resumption, with a broad advance taking place in business and the market running into the winter. There is nothing in the ticker performance to forecast such a prediction. Prices are just marking time within a narrow zone limited by the give and take of speculative play.

Amusements In and Out

The amusements reflect this condition quite clearly. Pools that were making aggressive gestures back in early September, appear to have relaxed into mere day to day scalping speculative groups. Few large businesses have as much to look forward to in the NFA campaign, aimed to loosen the public purse strings than has the theatre, which is now in its active quarter. But little is being done marketwise to discount a good prospect. Public response to good pictures has been conspicuously favorable this fall, and given an excuse, the people appear willing to return to the playhouse. All these things the market has ignored for three weeks, while other industries such as the metals (aside from steel) and the so-called repeal shares have been pushed ahead with every evidence of confidence.

Department stores have slipped quite a little in market appraisal and so have the tobaccos. In the former case the explanation is that the people have developed resistance to price advances. Wide spread strikes are supposed to have depressed tobaccos although a cigarette price increase has been hanging fire for a fortnight. Amusements have followed these two special groups closely and seem to be influenced largely by day to day clique operations.

Best Loew's could do last week was 33% at the top of the short squeeze, easing from there to close at 32%. Once early in the week the price slid to 29% threatening

for a time a break through its resistance level. Support came in here for the third time, but there was only a minor follow through that did not inspire much confidence. Trading had the characteristic, noted during the summer, of moving ahead on a succession of 100-share trades, but giving way on sizable blocks. It was also noted that on all upturns bids failed to keep pace with the climb. Offerings of stock at the market were likely most of the time to find bids as far away from the last trade as three quarters of a point. It was clear that nobody was leaving himself open to have long stock forced on him. Once or twice in other leading shares floor operators tried to demonstrate themselves by bidding for large blocks of stock, but were prompt to withdraw bids when stock was rawn at them. The same cynicism observable in Loew's paritizens was general throughout the list. Self-professing bulls made an occasional gesture, but seldom went through with them.

As to Warners
Loew's volume was about half its recent normal, week's total being around 20,000. Instead of twice that amount. Warner Bros. put in the best show in the group, churning about on fair volume and making steady progress. Thing that robbed this demonstration of significance is the fact that both the Street and the trade have been discussing a supposed clique operation that was brass-banded early in September as having 10 as its goal. Honest to goodness pools don't press agent their intentions as a rule and brokerage advice for some time has been to lay off the Warner campaign.

Notwithstanding which the Warner pool has done more in an aggressive market way than any of the other amusement cliques. It didn't quite make good its announced objective of 10, but it did push its stock up from 1 to better than 9 and has drawn a good defense line near 7. It wouldn't be surprising if the group resumed its march. Last week a minor demonstration was made in Warner's preferred stock which was marked up more than 3 points to a top for the year at 24 1/2 and the bonds have tenaciously held the greater part of their gains since April.

Fox continues to come out in puzzling volume and with erratic price movements. Starting around 18 it

slid quietly on light dealings to 12 1/2, then jumped to 19. It now has fallen back to 16 1/2, transactions running to 3,200 last week. Banks interested in the company are supposed to have underwritten all but about 7,500 shares of the new issue, which raises the question where has about three times that amount of stock, traded in since mid-August, come from? Obviously, either some of the banks are realizing or the same small block of free stock is flitting from hand to hand with great rapidity.

Columbia, which made a brave show of aggressiveness not long ago, sank last week to 1,400 shares dealt in. Prices were steady, but small volume weakened the significance of the steadiness. Eastman Kodak, which sometimes is an index of the film trade outlook, did best in the amusement family, moving up 3 to 79 1/2, but that was to be expected of a speculative favorite that had slumped acutely during the

sagging markets of two weeks back. Apparently this was one of the over-sold issues and its rebound was natural.

Proposal of a reverse split-up of Paramount certificates on a one to eight ratio didn't seem to please holders, although an exchange has been talked of for months, figure generally mentioned in the Street gossip being one for ten. Certificates were inclined to droop, bulk of dealings being at the low of 1 1/4. Nothing has been made public as to details in the handling of the company's two bonds, but they did very well in their group; the older 6's moving up 3 net to 34 (top for the year is 35), and the 5 1/2's gaining 1/2 to 35. Bonds themselves, with proof filed, gave a premium to the older stock, while the reverse was true of the certificates of deposit. Just another eccentricity of shifting relations that have characterized these two issues for a year or more.

Summary for week ending Saturday, Oct. 7: STOCK EXCHANGE

High.	Low.	Sales.	Issue and rate.	Last.	Net chg.
7 1/4	6 1/4	1,400	American Seat.	24	+ 1/4
27 1/2	26 1/2	1,400	Columbia P. vte.	24	+ 1/4
5 1/2	5 1/4	100	Consol. Film	9 1/4	+ 1/4
14 1/2	14 1/4	1,000	Consol. Film pfd.	9 1/4	+ 1/4
89 1/2	89 1/4	4,000	Eastman Kodak 6's	80	+ 1/4
18 1/2	18 1/4	3,500	Fox, Class A.	10 1/4	+ 1/4
30 1/2	30 1/4	62,400	Gen. Elec. (40c.)	20 1/4	+ 1/4
23 1/2	23 1/4	20,250	Loew (10c.)	15 1/4	+ 1/4
36 1/2	36 1/4	100	De pref. (60c.)	29 1/4	+ 1/4
75 1/2	75 1/4	600	Madison Sq. Garden	2 1/4	+ 1/4
22 1/2	22 1/4	100	Mat-G-M pref. (1.80)	1 1/4	+ 1/4
2 1/2	2 1/4	4,700	Pathe Exchange	1 1/4	+ 1/4
2 1/2	2 1/4	5,000	Pathe, Class A.	8 1/4	+ 1/4
9 1/2	9 1/4	14,200	Radio Corp.	7 1/4	+ 1/4
5 1/2	5 1/4	2,000	RKO	2 1/4	+ 1/4
30 1/2	30 1/4	20,250	Warner Bros.	8 1/4	+ 1/4
24 1/2	24 1/4	700	De pfd.	24 1/4	+ 1/4
69 1/2	69 1/4	41,000	Westinghouse	39 1/4	+ 1/4

20 1/2	20 1/4	300	Columbia Pict.	23 1/4	+ 1/4
10 1/2	10 1/4	500	Gen. Thea. E.	10 1/4	+ 1/4
10 1/2	10 1/4	13,000	Technicolor	10 1/4	+ 1/4
2 1/2	2 1/4	500	Trans Lux.	1 1/4	+ 1/4

PRODUCE EXCHANGE			
2½	2,900	Par-Pub	+ ½
9½	\$35,000	Gen. Then. Eq.	½
61	20,000	Katth 6½, 7½	45½
89	28,000	Leow 6½, 7½	80
87	4,000	Fatth 7½, 37	84
85	10,000	Par-Pub-Low 6½, 7½	33
32½	10,000	Par-Pub 6½, 7½	40½
30	8,000	RICO deb 6½	54½
30	154,000	Warren Bros. 6½	41

HOT FROM HOLLYWOOD!

Two New Season M-G-M Pictures **PREVIEWED TO TERRIFIC ACCLAIM!**

JEAN HARLOW
in a role they'll cheer, with
LEE TRACY
("It's a 'Wow!'" says
Hollywood Reporter)
"BOMBSHELL"
with FRANK MORGAN
FRANCHOT TONE—PAT O'BRIEN
UNA MERKEL—TED HEALY
Directed by
VICTOR FLEMING

JACK PEARL
JIMMY DURANTE
"MEET THE BARON"
with ZASU PITTS
TED HEALY and his Stooges
EDNA MAY OLIVER
and The
Metro-Goldwyn-Mayer Girls
Directed by
WALTER LANG
("Will give good
account of itself
in all spots,"
says Coast Daily
Variety)



"AT YOUR SERVICE! FREE!"

At your M-G-M exchange! Eight-page press book with press stories, exploitation tie-ups and ads, 6 col., 4 col., 3 col., 2 col. and 1 col. Showing how to tell the public that your theatre is the leading show shop in your town. The Major theatre is the one using the Major product. Tell the folks! Mats are at your branch! Get some today, **FREE!**

**B'way Rivoli Trades
West for Chev Opus**

Going Places

By Cecelia Ager

(Continued from page 17)

THE AVENGER

Chan's Greatest Case

NIGHT FLIGHT

CALIFORNIA CROSSES


NRA AND UPS PAY

DYNAMITE BOMB BLOWS HOLLYWOOD, E. PROV.

Studio Placements

Types for All

The water nymphs cavort in so mighty emancipated bathing suits so no everybody's satisfied.



You don't have to be a Sherlock-Holmes

It would be interesting to know just how much of the patronage at the Roxy Seventh Avenue is due directly to the Fanchon and Marco shows. . .judging by the reaction we get weekly up there in the mezzanine, the F. and M. fans represent a big percentage of the patronage. . . the stage show is nicely gaited to meet the demands of a varied audience. . .and how those boys keep up the variety week after week is a splendid exhibition of showmanship.

The Film Daily
Sept. 23, 1933

*-to find
the Success
of Profit Making
Operation!*



That's our job to keep up the variety week after week! Our staff is made up of showmen schooled for years in picture house presentations.

We *service* theatres from coast to coast and what we have done for others we can do for you.

Give us your problem and your budget and we'll give you the show to fit your individual operation.

F & M STAGESHOWS

INC.

1560 BROADWAY NEW YORK CITY

A Subsidiary of

Fanchon and Marco, Inc.

Free Parking Starts Opposish Demand for Downtown Rezonning

San Francisco, Oct. 9.
Free parking offered as a come-on by Orpheum and Fox theatres is drawing fire of opposition houses.
There's a movement on foot by some of the more martial figures of competitive houses to get a rezoning deal across. They claim that the free parking given by the 40c top Orph puts that house in a 40c classification, and that, therefore, they (the opposish) are entitled to a new deal on their subsequent film.
Orph started the gratis auto strage when house opened two weeks ago, extending the courtesy only after 6 p.m. Bill Wagoner is said to have a deal with the auto park whereby he pays the salaries of lot's employees.

Thanks Walter Winchell

"Oh, yes—let's do our daily good... Get in touch with George White, who is reading his new 'Scandals'... Tell him to bag a grand trio of comedy dancers, now in the prologue at Grauman's Chinese theatre here... They open dress its (with tails) and the girl in eve's frock... Their adagio routine suddenly switches into the funniest 15 minutes of dance tricks and gags I've seen in years... They are surefire—tell him, he'll thank me for the warning... And if he does get them—tell him it's a bet—\$ to 5 that they stop the show!... Their names are Lowe, Burnoff and Wensley."

PARAMOUNT, NEW YORK
This Week—Oct. 6

STAN MEYERS

MUSICAL
IRECTOR
and
Master of Ceremonies



Brooklyn
Paramount
Indefinitely

VERNA BURKE

RADIO FAVORITE

Scores Hit at Fox, St. Loui, Mo.
HELD OVER SECOND WEEK

Under Personal Management of
W. T. KIRKESBY
1775 Broadway, New York
Circle 7-6107

OPTIMISTIC

51 Houses in N. W. Territory Reopened in Recent Weeks

Minneapolis, Oct. 9.
Attesting to the large-scale revival of the film industry now occurring in this territory and to a re-awakened spirit of exhibitor optimism, the current bulletin of the local Film Board lists the reopening of 51 theatres previously reported closed. This is one of the biggest gains in play dates ever recorded for film exchanges here.
Twenty reopened theatres in Minnesota, 14 in South Dakota, 11 in North Dakota and five in western Wisconsin.
The bulletin further reports six theatres changing sound equipment from disc to on-film and five ownership changes.

PITT'S WB DAY-DATE AT VARYING SCALES

Pittsburgh, Oct. 9.
First WB theatre policy changes to follow on heels of recent visit here of Joe Bernhard and I. J. Hoffman puts the downtown Warner and the Sheridan Square, East Liberty, on a day-and-date policy for first-run releases.
Sheridan Square for the last year has been on a split-week with second runs. Couple of years ago Warner day-and-date with Enright, also in East Liberty, but policy was dropped after a brief and none-too-successful trial.
Present experiment will bear watching inasmuch as both houses are retaining their present spots, 50c at the Warner and 10c. less at the Sheridan Sq. With the parking situation what it is downtown, it looks like a break for the East Liberty site and hardly a favorable spot for the Warner.

Old Roxy Well in the Black—Revvr. Cullman

Howard Cullman, receiver for the old Roxy, New York, took occasion Monday (9) to make official denial of any reported change in the management of the theatre.
Cullman in his statement emphasized that for the first time in years the old Roxy was operating profitably.

Durham, N. C., 1st Sun. Shows Has 'Em Agog

Durham, N. C., Oct. 9.
This town is all stirred up over the first Sunday picture shows given in this state. General opinion seems to favor the move, but the church element is putting up a strong argument.
First show was given at the Carolina when the city council failed to pass anticipated resolution to bar Sunday shows under the law which leaves it optional with the town. No action was taken, but it may come up at the next session, the latter part of the month.
Meantime the Carolina is giving three shows, at two, four and nine, cutting out the first evening show in deference to evening service in the churches. Part of the receipts go to the Charity League, local relief organization. Opening show was 'Paddy,' which at least did not add to the offense in the eyes of the righteous.

2,300 Seater Stymied

Minneapolis, Oct. 9.
Lyceum, 2,300-seat indie loop first-run house, can't get screen product to reopen.
Only major product available is half of the Warner output, and there's still a chance that Publix also may grab that.

Publix Sales Confabs in N. E. Are 1st of Kind

Sales executives of all major distributors, supplemented in some cases by advertising directors, went to Boston during the past week to attend a meeting in Boston of all Publix New England theatre operators and managers, first of its kind ever carried out.
Marty Mullins and Sam Pinanski, operators of the New England Publix interests, called the convention for the purpose of getting the distributors and managers together for a more complete understanding of what the new season offers. In addition to the pep-up value, the convention made it possible for distributor to discuss product, merchandising angles, etc.
Fox, Columbia and RKO put in their appearance individually on Wednesday (4), Warner Bros., Par, Metro, U, and UA on Thursday (5). A banquet, at which Warner's New England district manager, Tom Spry, was toastmaster, was tendered delegations on Thursday night.

RKO Sales Confabs

With a view to closing up southern circuits, Cresson Smith from the RKO home office is making an extensive tour to set up deals with operators. He is now in New Orleans working on the Saenger chain. Deals have been initiated with other large southern circuit buyers, including Kinney & Wilby.

Jules Levy, general sales manager, also is making trips into various territories.
Harry Cohen, RKO district sales manager on the west coast, will remain in New York until all details are straightened out on an RKO picture deal with the Fox-West Coast chain. He came on three weeks ago to go to bat with J. J. Sullivan, also east on the deal.

Jack Hooley to Manage His Present Opposish

Pittsburgh, Oct. 9.
Jack Hooley, for the last 17 years manager of the Sheridan Square, nabe house in East Liberty, has resigned to go over to the Harris Amuse. Co., with whom he broke into the theatre biz locally.
Hooley was an institution at the Sheridan Sq. Kids to whom he used to cater now bring their own kids around to acquaint them with the rotund manager. He guided the house through 15 years of its Harris tenancy and more lately for Warners.
For the Harris group, Hooley will manage the Family, formerly the Alhambra.

WORMS TURN

St. Paul Mgrs. Tired of Being Stuck Up, Nail Thief

St. Paul, Oct. 9.
Fed up on recent St. Paul theatre robberies—a series of six which culminated in the kidnapping of an asst. mgr.—two Publix loop managers personally put the damper on a stick-up artist who raided the Cameo of \$80 and escaped in a crowd.
Wriggling free from the tape which bound his wrists, Mgr. Howard Kelly phoned the police and ran to the street where he saw the gunman walking leisurely a half-block away. Kelly followed rapidly and by chance met Everett Seibel, Riviera mgr., and the two took up the chase together. Three blocks farther on, they tackled the thief in a parking lot and recovered the loot.
To the squad car cops who came upon the scene after Kelly and Seibel had done their stuff, the captive gave his name as Edgar Dexter, 31, of Los Angeles. Dexter claimed he needed the money for medical attention and said he didn't use his gun when shot at, 'for fear of shooting somebody.'

B'WAY STREET BALLY FOR FEATURES, SHORT

Street ballyhoo, undisturbed so far by cops, is the latest on Broadway.
With opening of 'The Bowery' at the Rivoli, house dressed up a flock of stooges as Bowery characters, with orders to keep parading up and down the sidewalks of the town all day and night.
Warners on opening of 'Footlight Parade' had girls in shorts riding around Times Square on bicycles.
Not to be outdone on a new gag by feature attractions, 'Three Little Pigs,' Disney short, got its plug through a horsedrawn carriage carrying effigies of a trio of young porkers, to exploit the short on holdover at Roxy, N. Y.

Ex-Legit Houses Add To Overseated St. L.

St. Louis, Oct. 9.
This town has gone cinema in a big way. Nothing resembling a legit booking has put in an appearance, the erstwhile stage houses being dusted off and turned into cinema theatres.
To the six regular film houses have been added within the last week three legit or vaude theatres. Ten pictures are currently first-running at the nine theatres this week.
The American is occupied with a roadshow engagement of 'Dinner at Eight.' The Midtown-Empress, a stock house until closed two years ago, has been reopened with double bills. World, formerly Liberty, chiefly burlesque, is also showing films.
Film shortage has arisen. Central Theatre (St. Louis) are feeling it this week, being hard pressed for pictures for the Ambassador, Missouri and Grand Central. 'Too Much Harmony' was moved for that reason from Ambassador to Grand Central, even though business didn't exactly warrant it. St. Louis is having its difficulties along that line, too. Fox is better set than for some time, and Loew's State, with Metro and United Artists, is seldom hard put.

Women's Clubs Ask Exhibs to Cull Pix For Week-End Kids

Film committee of city and county federation of women's clubs has announced that it will contact Frisco theatre managers in an effort to line up films for youngsters over the week-ends.
Film gals would like to see less broadminded stuff on screens between Friday and Monday. If theatres will listen they'll try to swing biz their way, women declare.

WARNERS DELAY EXHIB TRADE SHOWS TILL JAN.

Trade showings throughout the country this month of Warner product completed so far, as scheduled, for sales impetus, has been sidetracked until January.
The mass preview was to have been held Oct. 15. Warners' moved the date to January, when the company will have between 15 and 20 pictures completed in advance of release.

CAPITOL NEW YORK

(This Week, Oct. 6)
AND HELD OVER
NEXT WEEK (Oct. 13)

ENRICA AND

Variety (May 9, 1933)

Enrica and Novello, class dance combination, do a smooth routine, a cross between a fashionable ballroom waltz and a Spanish tango.

Its beauty lies not only in the grace of execution, but in the originality number exhibits. (Char.)

NOVELLO

Direction
MORRISON-WINKLER

**Profit Every Week
With Inferior Films**
That's the Unprecedented Record of CAMDEN DRIVE-IN THEATRE

SIT IN YOUR CAR
SEE AND HEAR THE MOVIES

Operated Under License Granted by
PARK-UNITED THEATRES, Inc.
530 N. 7th St., Camden, N. J.
U. S. Pat. 1,929,937—Foreign Pat. Pending
Write Now for Exclusive Territories!

Held Over Second Week, CAPITOL, New York

JOHN FOGARTY

Management
JAMES F. GILLESPIE
1560, Broadway, New York

EDDIE WEBER
At the Piano

Booking Direction
NED DOBSON

Just Closed
24-Week Engagement
Hollywood Restaurant
On Broadway

LOU BARRISON AND HIS STILTS

Direction LEW WEISS

THIS WEEK
(Oct. 6)
Original
ROXY
NEW YORK

Hollywood Productions

Week of October 9

(Pictures now filming, or about to start, are listed below alphabetically by studios. Symbols are: D—Director, A—Author, C—Cameraman)

COLUMBIA
"Fog" (3d week)
 D—Al. Rogell
 A—Valentine Williams
 B—Bartha Lane Sims
 C—Ben Kline
 Cast: Mary Brian, Donald Cook, Reginald Denny, Robt. McWade, Helen Freeman, Samuel Hinds, G. Pat Collins, Edwin Maxwell, Maude Eburne, Marjorie Gateson, Reginald Barlow, Greta Meyer
"House of Murder" (1st week)
 D—Lambert Hillier
 A—Robert Quigley
 C—John Stumer
 Cast: Ralph Bellamy, Paul Gerschell, Betty Byrne, Joe Casper, Otto Yanaka, Bradley Page, Arthur Hinton, Joseph Creahan, Bob Corbitt, June Collyer
FOX
"Frontier Marshal" (3d week)
 D—Low Sailer
 A—Stuart C. Lake
 C—Wm. Connelman
 Cast: Stuart Anthony, Robt. Plank, Geo. O'Brien, Irene Bentley
"As Husbands Go" (5th week)
 D—Hamilton McFadden
 A—Rachol Crothers
 C—Hal Moore
 Cast: Warner Baxter, Helen Vinson, Katharine Poucet, G. P. Huntley, Jr., Eleanor Lynn, Frank O'Connor, Jay Ward, Alfred Herse
"I Am Suzanne" (3d week)
 D—Rowland Jr. Lee
 A—Edwin Justus Mayer
 C—Lee Garmes
 Cast: Lillian Harvey, Gene Armstrong, Pedro del Rio, "Players"
"Jimmy and Sally" (3d week)
 D—James Thining
 A—Paul Schuchfeld
 C—Marguerite Roberts
 C—Joseph Valentine
 Cast: James Dunn, Claire Trevor, Arthur Stephens, Joseph Cawthon
INTERNATIONAL
"Seven Seas Corp."
"Cine Fete" (7th week)
 D—L. L. Webster
 A—James Soderero
 C—Alvin Wy-off
 Cast: Nona Marie, Hardie Albright, Virginia Cherrill, David Newton, Arthur Clayton, Bob Stevenson, Whitney de Rahm
METRO
"Dancing Lady" (17th week)
 D—Robt. Z. Leonard
 A—James Warner Baisch
 C—G. G. Wolfson
 Cast: Allan Rivkin, Oliver March, Joan Crawford, Franciot Tene, Clark Gable, Eugene Evans, Frank Morgan, Grant Mitchell, Ted Hardy, Winnie Lightner, Stan Howard, Ferdinand Gotthalk, Florine McKelney, L. Foy Barnes, Fred Astaire, Robert Benchley, Nelson Dell
"Tarzan and His Mate" (11th week)
 D—Cecil G. De Mille
 C—Sid Wagner
 Cast: John Wayne, Mousie Sullivan, Neil Hamilton, Red McQuay, Doris Lloyd, Frank Reicher, Paul Cavanagh
"Queen Christina" (11th week)
 D—Rouben Mamoulian
 A—S. N. Behrman
 C—Bill Daniels
 Cast: Greta Garbo, John Gilbert, Lewis Stone, C. Aubrey Smith, Elizabeth Young, Akim Tamiroff, Ian Keith, David Torrence, Lawrence Grant, Reginald Owen, Barbara Bonard, Richard Arden, Paul Huns, Eddie Gargan, Harriet Evans, Ferdinand Munier, Tiny Sifford
"Hollywood Party" (9th week)
 D—Russell Collins
 A—Edmund Goulding
 C—Howard Dietz
 D—Jimmy Howe
 Cast: Joan Dressler, Marj Crawford

"We're Still Pretty" (4th week)
 D—Ralph Murphy
 A—Nina Wilcox Putnam
 C—Milton Krasser
 Cast: Jack Haley, Sally O'Neill, Thelma Todd, Gregory Ratoff
"Girl Without a Room" (3d week)
 D—Harry Joe Brown
 A—Jack Lait
 C—Frank Butler
 Cast: Claude Blythe, Marguerite Churchill, Charles Eugenie, Charles Farrell, Walter Woolf, Gregory Ratoff
"Chrysalis" (1st week)
 D—James Flood
 A—Joseph L. Porter
 C—Sidney Fuchman
 Cast: Frank R. Adams, Anne Cunningham, Clyde Devina, Chet Lyon
"Man of Two Worlds" (4th week)
 D—J. J. Hoffman
 A—Alwinworth Morgan
 C—Henry Gorrard
 Cast: Francis Lederer, Henry Stephenson, Josephine McKim, Donald, Sarah Padden, Cecil Dool
"Rodney" (1st week)
 D—Gep. Archibald
 A—Leonard
 C—Alfred Shelby Levine
 Cast: Walter Huston, Robert Shaw, Robert Shand, "Wild Beasts"
"The Elliott Nugent" (1st week)
 D—Elliott Nugent
 A—Dan Tothern
 C—Josephine Loyett
 Cast: Dorothy Jordan, Zasu Pitts, Charles Brown, Harold Bond, Howard Grapewin, Lida Westman
"Trigster" (1st week)
 D—John C. McCreary
 A—John Vollmer
 Cast: Kane Murfin, Katharine Hepburn, Bruce Cabot, "Long Lost Father"
"Ernest Schoedack" (1st week)
 D—Ernest Schoedack
 A—Ernest Taylor
 Cast: John Barrymore, Elizabeth Allan
UNITED ARTISTS
"Nana" (3d week)
 D—Dorothy Arzner
 A—Edwin Justus Mayer
 C—Leonard Burtney
 Cast: Anna Sten, Philip Holmes, Ma Clarke, Helen Freeman, Helen Bennett, Lionel Atwill, Reginald Owen
"The Merry Men" (10th week)
 D—Frank Tuttle
 A—L. B. Kaufman
 C—Robert Sherwood
 Cast: Charles Laughton, Robert McGuire, C. O. Ciolek, Gloria Stuart, Ruth Etting, Edward Arnold, David Manners, "Moulin Rouge"
"The Girl in the Red Dress" (6th week)
 D—Sidney Danfield
 A—Nunnally Johnson
 C—Helen Lehrman
 Cast: Charlotte Henry, Jack Oakie, Charles Ruggles, Louise Fazenda, Ford Sterling, Allison Skipworth, Leon Errol, Pat O'Brien, Billy Ray, Harvey Clark, George Arlson, Roscoe Karns, Polly Moran, Sir Guy Standing, Edward Everett Horton, Edna Mae Oliver, Cecil Kerry, Raymond Hatton, Lucien Littlefield, Jackie Searle, Lillian Haymer, Robert Allen, Sterling Holloway
"Eight Girls in a Boat" (1st week)
 D—Richard Wallace
 A—Helmuth Brandis
 C—G. G. Wolfson
 Cast: Kay Johnson, Robert Hollis, Betty Gray, Eleanor Jovegan, Violet Folan, Adele Pearce, Louie Fisher, Louise Lunn, Vivian Ward
"Four Frightened People" (5th week)
 D—Cecil B. DeMille
 A—E. Arnold-Robertson
 C—Barlett Colbeck
 Cast: Karl Struss, Claudette Colbert, Mary Marshall, Mary Boland, Walter Catlett, Joe Carroll, Totia Komar, Edmund G. Kelly, Joe De La Cruz, George Nichols, Tura Simola, E. R. Jinkas, Delmar Costello
"Advice to the Lovelorn" (3d week)
 D—Alfred Werker
 A—Nathaniel West
 C—Leonard Franklin

(Continued on page 48)

'Harmony' \$9,000 Oke, 'Flight' 8G, but Orph Off, \$8,500, Denver

Denver, Oct. 9. Denham looks to top town and film to be held over three days. Orpheus has the best stage layout since the return of Fanchon & Marco, but film of no draw particularly at this house, doing lowest figure since return of Orpheus ducked from 35c to 25c until 1 p. m. and should help.

Denver crowds are steady and strong and should hit best figure in several weeks. Aladdin down, Paramount up.

Empress was made a first-run for a week to give Denver 'Back to Nature' after the regular first-run houses turn it down. Packed 'em in opening day, holdout second with good crowds all week.

Estimates for This Week
Aladdin (Huffman) (1,500; 25-40) 'My Weakness' (Fox). Viola K. Lee at the organ. Average at around \$2,800. Last week 'Headline Shooter' (RKO) \$2,000.

Denham (Hellborn) (1,500; 25-30-40) 'Too Much Harmony' (Par), stage show, Oke for \$9,000. Last week 'This Day and Age' (Par) around \$10,000 on six days, being pulled to get the house back to Wednesday opening.

Denham (Huffman) (2,500; 25-35-50) 'Night Flight' (MG). Edna Dodd at the organ. Biz on the up and up, \$9,000. Last week 'Penthouse' (MG) and 'The House' (MG) average week and turned in \$5,750.

Empress (Sheffield) (2,000; 25-40) 'Back to Nature' (Shef). House has been closed for months. Reopened for the movie and getting a heavy gate, \$7,500.

Orpheus (Huffman) (2,000; 35-40-55) 'Soltaire Man' (MG), and stage show, Oke for \$9,000. Last week 'Broadway to Hollywood' (MG), with some houses mighty close to capacity, did \$14,500.

Paramount (Huffman) (2,000; 25-40) 'Deluge' (RKO). West. Masters at the piano. Better going, \$3,000. Last week 'Ladies Must Love' (U) only \$2,500.

Torch (Huffman) (2,000; 20-25) 'Big Brain' (Radio) and stage show. Same as last week's 'Constant Woman' (WV) with stage show, \$4,000, some better than average.

PROVIDENCE

(Continued from page 10)

for last few months \$5,000 is not so bad. 'Captured' and 'My Weakness' at the top of the list. There's a change later in the week the final tally doesn't look like it will cross \$6,000.

Legits kind of quiet this week. 'Success Story' only thing in town, being shown at the stock house. Modern. Last week there were three legit attractions, 'Music in the Air' for first half, and 'Undesirable Lady', last half at the Carlton, and 'Dinner at Eight' at Modern.

Both 'Music in the Air' and 'Undesirable Lady' which had Nancy Carroll, took it on the chin plenty, very little money going out of town with the two shows. 'Dinner at Eight', however, was a show more than 1,000 persons paying admission during the week, breaking all house records, this despite a tilted scale of prices over last year.

'C.O. Ciolek' and 'Undesirable Lady' in town, except the Paramount, suffered terribly because of the monster NRA parade in Providence. There were 70,000 persons in parade lasting more than six hours. Downtown traffic was choked, and most of the stands located along the route swallowed in the red. The Paramount, however, stood them up all day, 'Too Much Harmony' being responsible.

Estimates for This Week
Fay's (1,800; 15-40) 'Narrow Corner' (FN) and stage with 'Mama' (FN). 'Mama' is a big draw, variety show likely to take the edge of things, and keep gross up around \$6,000 average. Last week 'Undesirable Lady' (MG) and 'Moulin Rouge' (MG) (Fox), with Bernice Claire on stage just crossed the line at \$5,000, not bad.

Majestic (Fay) (2,200; 15-40) 'Captured' (FN) and 'My Weakness' (Fox). 'Nice bill, but the going's not as good as it should be. If gross goes over \$6,000 the way things stand just might be surprised. However, anticipated gross is Oke with house. Last week, 'I Loved a Woman' (WB) and 'F.P.I.' (Fox) got comment but failed to touch anticipated gross of \$5,000.

Paramount (Indie) (2,200; 15-40) 'Golden Harvest' (Par) and 'Sing, Sinner, Sing' (Allied). First picture well liked, but second of no help. For first time in weeks house will

not be able to cross \$6,000 unless there's a big switch. Since house went under new grosses have jumped almost double. Last week, 'Too Much Harmony' (Par) and 'To the Last Man' (Par) was another bill that worked out for a great \$9,000 despite all opposish.

RKO Albee (3,500; 15-40) 'My Woman' (Col) and Paul Whiteman on stage. First night, since last summer, had a good start, believed due to switch in openings; but pick-up and four shows daily augurs well for at least \$8,000, nice despite handicap.

RKO Victory (1,600; 10-25) 'Fighting Parson' (Allied) and 'Her Release Value' (three days split). Nice at \$1,000. 'Neighbors' (Wives' 'One Man's Journey' (RKO), four days, should close Thursday with at least \$1,800 in the till.

ST. L. ON EVEN KEEL, 'O BABY' GOOD \$17,000

St. Louis, Oct. 9. Generally speaking film houses are only marking time this week, maintaining the status quo for the last few weeks but giving no indication of an additional spurt. Even so, everybody concerned is well enough pleased for the time being at least again when just average business all around means money for everybody. If they split it the right way. But if one of them tries to be a hog and get more than his share, somebody is likely to take it on the chin.

There's no indication of anything like the tough week unless it is—Fox, which started off pretty well with the Colleen Moore comeback in the first of the narrative films. If it keeps up, and there is no reason to think it won't, with a big ad campaign and rave reviews from the critics, house ought to get itself a nice slice of profit.

St. Louis, which has been having tough sledding due to costly stage shows and expenses incident to trying to get re-established with the fans after several months of darkness, is doing a little better than fair, but it may not be enough. Rumored that unless the fans start coming back in large numbers, house will return to darkness again soon.

Other houses are hitting a normal stride. Ambassador is off some from last few weeks, although still likely to be in the money.

Estimates for This Week
Ambassador (Skouras) (3,000; 25-35-55) 'Love, Honor and O' Baby' (U) and stage show. Good for \$17,000. Last week 'Too Much Harmony' (Par), \$22,000, big.

Fox (Fox) (6,000; 25-35-55) 'Power and Glory' (Fox) and stage show. At \$11,000. Last week 'My Weakness' (Fox), \$11,000, fair.

Grand Central (Skouras) (2,000; 25-35-55) 'The House of Mirth' (Par). Moved from Ambassador. \$3,000 is good. Last week 'Torch Singer' (Par), second week, ditto.

Loew's (State) (Loew) (3,000; 25-35-55) 'Stage Mother' (MG). Fair biz, \$9,000. Last week 'The Nuisance' (MG), \$9,100, better.

Missouri (Skouras) (3,500; 25-35-55) 'Deluge' (RKO) and stage show. Last Man' (Par). Fair for \$8,000. Last week 'Ladies Must Love' (U) and 'Golden Harvest' (Par), \$7,000.

Palace (Loew) (2,500; 25-35-55) 'Ann Vickers' (RKO) and stage show. Fair pace, \$14,000. Last week 'One Man's Journey' (RKO) and 'Busby' (Loew) on stage wound up a poor \$12,000.

'JONES' N DIXIE TEST STRONG AT \$11,000

Washington, Oct. 9. Big interest this week is debut of 'Emperor Jones' below Mason-Dixon line. Critics went overboard with praise for show as artistic achievement. 'Emperor Jones' is a good picture, but admitted by some to be a little too much like 'The Sign of the Cross'.

Local Universal house, for season is doing better than expected. 'Emperor Jones' won't be big, but adequate. Ads play it up as melodrama rather than as travelogue. 'Too Much Harmony' (Par) closed last week at Met. Warner-Bros.-off-stem-house; and is in repeat week.

Estimates for This Week
Fox (Loew) (3,400; 15-25-35-50-60) 'Mama' (FN) and stage show, and vaude. Weaver Bros. holding down stage spot and combined with Lillian Harvey American debut on stage, turning in the \$20,000.

Last week 'Sing, Sinner, Sing' was switched in at last minute to replace Almee McPherson and naturally suffered from too little advance exploitation. Pic was 'Big Execu-

'Flight' \$8,000, Big, Torch Droops to \$9,000, Indianapolis

Indianapolis 9. Overcoat weather over the week end and business got worse instead of picking up. The only local hit is at Loew's Palace, where 'Night Flight' is bringing the house back to life after two months of low grosses. Nicely heralded in advance by the visit of Director Clarence Brown, 'Night Flight' away to a pretty good opening and is steadily heading for a figure of \$8,000 on the week. This is around \$5's better than any attraction at the Palace since 'Annie' in August.

The Indiana had bad luck opening day when Brooks Johns, billed over the picture, failed to show up Friday. Johns was billed above 'Torch Singer', because of his previous stay of 10 weeks here in 1931. Theatre management explained Johns was delayed by radio audition in the east. Even though the headliner was on hand Saturday the business at the Palace seemed to get going. The gross won't go above a dismal \$9,000, which is lean pickings after last week's leap to twice as much with 'Crazy Quilt' on the stage.

'Ann Vickers' looks moderately encouraging at the Circle and the chances are good for a fair \$4,200. With 'Loew's' seemed to get going to Saturday openings instead of Friday. 'Power and the Glory' is disappointingly lean in its box office takings at the Apollo. Keith's having trouble finding enough first run product, is marking time this week with a revival of 'State Fair'.

Estimates for This Week
Apollo (Fourth Ave) (1,100; 25-40) 'Power and the Glory' (Fox). Good, a big hit, but it is doing no more than an average \$3,200. Last week 'My Weakness' (Fox), \$3,100, 80-90.

Circle (Katz-Feld) (2,500; 25-40) 'Ann Vickers' (RKO). Looks fair at \$4,200. Last week was very sweet with 'Too Much Harmony' (Par) getting a long stage show, \$6,500.

Indiana (Katz-Feld) (3,100; 25-35-40-55) 'Torch Singer' (Par) and Brooks Johns stage show. Business unlikely to reach more than \$3,000. Last week 'The Sign of the Cross' (WB) slipped badly and was pulled early. 'Mama Loves Papa' (Par) was revived to finish out the week.

Loew's (Loew) (2,800; 25-40) 'Night Flight' (MG). Good advance buildup nationally helped by attendance of star names in cast meant good business. This house after a run of bad business. This week looks very bright at \$8,000. Last week rock bottom was up a poor \$2,700 with 'Stage Mother' (MG).

Palace (Loew) (2,600; 15-25-35) 'Night Flight' (MG). Revival here follows the many runs in nabes, but it's still able to hit \$14,400. Last week 'The Sign of the Cross' (WB) slipped badly and was pulled early. 'Mama Loves Papa' (Par) was revived to finish out the week.

State Fair (Fox). Revival here follows the many runs in nabes, but it's still able to hit \$14,400. Last week 'The Sign of the Cross' (WB) slipped badly and was pulled early. 'Mama Loves Papa' (Par) was revived to finish out the week.

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A NATIONAL RECOVERY ACT



look inside

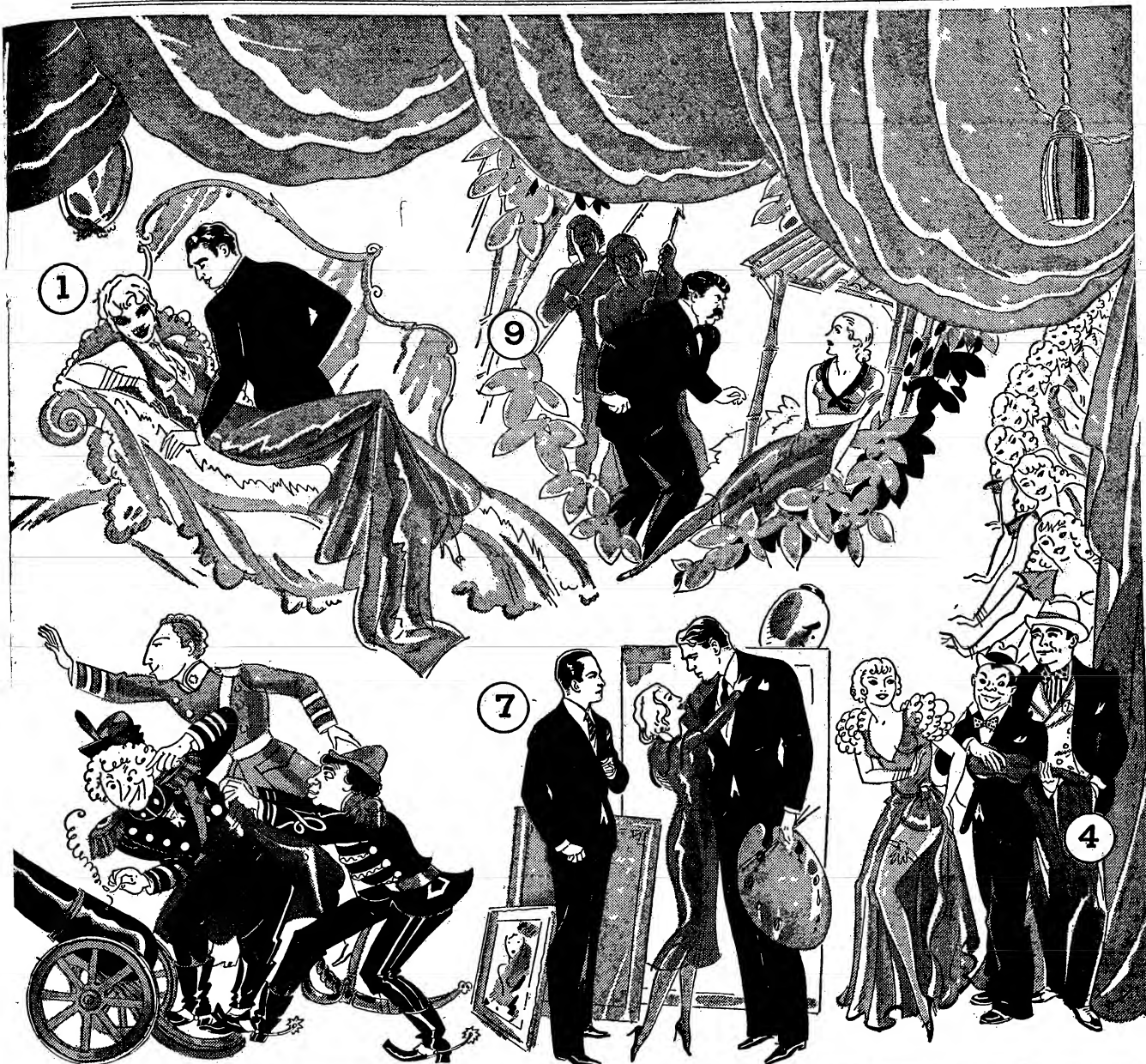




PARAMOUNT PUTS ON AN ACT THAT BR

- | | |
|--|---|
| <p>1 MAE WEST in "I'm No Angel" with Cary Grant, Directed by Wesley Ruggles</p> <p>2 "TILLIE AND GUS" with W. C. FIELDS, ALISON SKIPWORTH and BABY LE ROY Directed by Francis Martin</p> <p>3 MAURICE CHEVALIER in "The Way to Love" with Ann Dvorak and Edward Everett Horton, Directed by Norman Taurog</p> | <p>4 "TAKE A CHANCE" with James Dunn, June Knight, Charles "Buddy" Rogers, Lillian Roth, Cliff Edwards, Lillian Bond, Dorothy Lee, Produced by Laurence Schwab in association with William Rowland and Monte Brice</p> <p>5 THE FOUR MARK BROTHERS in "Duck Soup" Directed by Leo McCarey</p> <p>6 DOROTHEA WIECK in "Cradle Song" Directed by Mitchell Leisen</p> |
|--|---|

if it's a PARAMOUNT PICTURE



INGS BACK BUSINESS TO THE THEATRES

7 FREDRIC MARCH, GARY COOPER, MIRIAM HOPKINS, Edward Everett Horton in Noël Coward's "DESIGN FOR LIVING" An ERNST LUBITSCH Production

8 "WE'RE SITTING PRETTY" Jack Oakie, Ginger Rogers, Jack Haley, Pickens Sisters. A Charles R. Rogers Production. Directed by Harry Joe Brown

9 "WHITE WOMAN" with Charles Laughton, Carole Lombard, Charles Bickford and Kent Taylor Directed by Stuart Walker

10 "ALICE IN WONDERLAND" with Charlotte Henry as Alice, Richard Arlen, Roscoe Ates, Gary Cooper, Leon Errol, Louise Fazenda, W. C. Fields, Skeets Gallagher, Raymond Hatton, Edward Everett Horton, Roscoe Karns, Polly Moran, Jack Oakie, Edna May Oliver, May Robson, Charlie Ruggles, Allison Skipworth, Ned Sparks, Ford Sterling, Directed by Norman McLeod



it's the best show in town!

and speaking of putting on an ACT!

MAE WEST in "I'M NO ANGEL"

breaks all existing records for
money and attendance at the
Oriental Theatre* in Chicago.

*The Oriental Theatre is Chicago's biggest
long-run house and plays all the big
pictures from every company save one.



...But as MAE says, "What's
the use of talking
I'm a woman of ACTION."

if it's a PARAMOUNT PICTURE it's the best show in town!



DRAW NAB BATTLE LINES

Claim Radio Act Paid Agent 30%; Say Green Got \$75 of Trio's \$200

Chicago, Oct. 9. Lawyers got busy with documents last week to straighten out a wrangle involving WLS Artists Bureau, an indie booker named Bert Green and a singing trio labeled 'Winnie, Lou and Sally' but named in the petition for injunction as Helen, Eileen and Adele Jensen. Suit for injunction claims that Green has prior contracts for the girls' services and asks for Green that the courts restrain WLS from using the girls and the girls from working for WLS.

Petition exposes the fact that radio bookers and agents are asking 20% and 30% and more from acts. Vaude field never took more than 10% from acts with the agents taking 5% and the booking office the other 5.

In the petition it is claimed that the Jensen girls contracted with Bert Green on Sept. 23, 1932, with Green to get 30% of their salaries earned by virtue of any employment. And that on Jan. 18, 1933, a new contract was drawn up with Green guaranteeing the trio 10 weeks per year at \$100 for each week. In this contract it was specified that if the girls got a \$200 week salary they would collect \$125 with graduation of salaries to the top of \$275 weekly in which case the girls would draw for their share just \$170. Each example salary would give the agent about \$100 weekly for his share.

Girls are now working on the WLS Showboat and Barn Dance shows.

NBC-BOOKED ACT ON CBS

Chicago, Oct. 9. On the Swift-Olsen & Johnson show over CBS there's an NBC act, booked through the local NBC Artists Bureau. Turn is the King's Jesters, known on the Swift program as the Frequent Swiftees. Swift themselves picked the Jesters in an audition held at the NBC studios, and through their agency, J. Walter Thompson, got NBC to allow the Jesters to work on the rival network.

NBC is collecting 10% commission on the CBS booking.

WTIC, HARTFORD, MGR. LOSES BOTH LEGS

Hartford, Oct. 9. Paul Morency, general manager of station WTIC, is the victim of a recurring war of infection that has necessitated the amputation of both his legs. This misfortune has kept him in the hospital here for months. James Clancy, former Poli theatre manager, has been subbing for Morency.

NBC's NRA Payrollers

San Francisco, Oct. 9. NRA's blue eagle laid golden eggs in the form of four jobs for engineers and operators on NBC's staff. A. H. Saxton, technical director for the western network, has joined Walter Kellogg, George Maher, Jr., Warren Anderson and James Dall to his department.

Coca Cola on Wax

World Wide is auditioning an disc for spot broadcasting by Coca Cola.

First platter, 10th Aunt Jemima (Tess Gardell) and Gus Henschen's orchestra the principal talent, was made in New York and shipped to Atlanta last week.

Sponsorism

Chicago, Oct. 9. Studio bandleader explains his nervous manner by quoting his experience last week with a sponsor. Client was discussing theme music at a rehearsal and insisted that his show must not have anything too high-brow. 'Give 'em popular music, nothing operatic.' Orchestra played the overture from 'Carmen' and the sponsor piped: 'Great, perfect; that's the sort of music we want on our program.'

G. M. 100% CBS; NBC COULDN'T CLEAR AIR

three General Motors accounts—Pontiac, Buick and Oldsmobile—for which the competition between national webs the past several weeks has been tense, go to CBS. Under a deal dated to be closed tomorrow (12) G.M. will use a 15-minute spot every evening in the week but Sunday across the board to plug the three brands alternately. Contract will be for a minimum of 13 weeks and call for a lineup of around 65 stations. Six-night a week arrangement will be the only one of its kind on either of the chains.

Election of Columbia to take all the business developed an embarrassing situation at NBC last week. After M. H. Aylesworth had taken his sales department to task for losing out on the G.M. appropriation, the staff here reconciled themselves with the viewpoint that after all the car maker had intended to go Columbia from the start. G.M. knew that NBC could not supply an across the board schedule and the NBC sales execs felt that since the motor combine had intended to keep the three accounts intact it shouldn't have put them to the time and expense of auditioning a flock of programs and working up all sorts of attendant merchandising plans.

Neither the starting date of the series nor the casts for the three programs have been finally agreed upon. It is hoped to have them readied in time to give the trio a debut either the last week in November or the first stanza in December.

Tentatively Stoopnagle and Budd has been set to carry the air banner for Pontiac, with Andrew Korol and Bob Benchley heading the Buick aggregation. For Buick G.M. is figuring on a combination of an orchestra under Jimmy Green and dramatic interludes authored by name playwrights and cast with celebs from legit.

Time selected for all broadcasts is 9:15 p.m. EST.

Trumbull Swifting

Chicago, Oct. 9. Following his exit from the local Columbia news bureau Steve Trumbull joins the J. Walter Thompson agency—here to handle special exploitation for the Swift account on CBS, starring Olsen and Johnson.

Before chiefing the CBS news outfit Trumbull desked it as Columbia system press agent here. Ray Black now handling the head desk of the local CBS news bureau, following the vacating of that spot by Steve Trumbull. Black is a former United Press man here.

BOWEN, WORLD DEFY AGENCIES

White Sulphur Springs Convention Sees Networks and Four A's Seeking to Tame General Representatives—John Benson May Not Speak—Advertisers as Spot Broadcast Allies

OTHER PROBLEMS

White Sulphur Springs, Oct. 9. Convention of the National Association of Broadcasters opened here today (Monday) with the outstanding problem the question of whether the NAB would or would not endorse the Four A's advocacy of special or exclusive station representatives and the elimination of the so-called general representatives.

Spot broadcasting interests favoring the old system were in conference here several days preceding the convention preparing to stubbornly resist the Four A's. Initial meeting of the NAB Commercial committee was held Sunday night and it looked certain that the matter would be forced out onto the floor of the convention. World Broadcasting and Scott Howe Bowen are leading the fight against advertising agency dictation of broadcasting policy.

Networks are expected to join hands with the Four A's in pushing the move to decentralize the general representative organizations and place the spot broadcasting end of radio business on a basis where it would merely serve as time order taker between station and ad agencies.

In anticipation of unfavorable action toward it the Scott Howe Bowen firm gathered together Saturday night a group of major indie stations and organized new proposition in group selling of spot broadcasting. Idea here is to offer advertisers entire group stations each located in key cities at rate equal if not less than price called for on the national level. Arrangement is in direct competition with networks giving advertiser the advantage of singling out his own group of spot stations instead of being forced to buy the entire setup on the NBC or CBS basic networks, which include from 17 to 22 outlets. Stations which have come in on Bowen group proposition are WJR, Detroit; WGAR, Cleveland; WNAC, Boston; WOR, Newark; KMBC, Kansas City, while outlets in St. Louis, Cincinnati, are on verge. Major problem confronting this group project is getting affiliates in New York and Chicago.

Benson Ducks Heckli

Late today (Monday) it wasn't certain whether John Benson, president of the Four A's would keep scheduled engagement to address the convention Tuesday morning. Floor rumor connected this uncertainty with the understanding that Lee Bristol, head Bristol Myers & Co., was due to follow Benson with an attack on Four A's station representative policy. In event Benson doesn't show up, Fred Gamble, Four A's executive secretary, who arrived Sunday, will speak on association's behalf.

Same Old

very indication—current NAB roster officers will be re-elected Wednesday. Regular political steering committee due to go into session tonight (Monday) and endorse Alfred J. McCosker for president, Lee Fitzpatrick for vice-president, John Shepard, second vice-president, and Arthur Church, WMBC, treasurer. Couple of changes are scheduled for board of directors, one of these replacing Leo Tyson, who recently disconnected from KHX, Los Angeles.

(Continued on page 38)

Flood of Taxes Against Radio Looms, NAB Hears Opening Day

'Anti-15% Spokesman

During the week prior to the opening of the NAB convention in White Sulphur Springs, W. Va., the Association of National Advertisers, which is opposed to the Four A's stand on exclusive station representation, was making an effort to get some outstanding national advertiser to appear as spokesman on the matter for the ANA at White Sulphur Springs. It was the plan of the ANA to have its speaker follow John Benson, Four A's pres., who among other things, is slated to defend the exclusive rep policy before the gathered broadcasters.

Toward the end of the week it looked as though Lee Bristol of Bristol Myers Co., a heavy advertiser of both network and spot broadcasting, would be on hand to take up the argument in favor of the general station representative idea as practiced by such firms as the World Broadcasting System and Scott Howe Bowen.

WALT CHRYSLER AGIN SACRED 15% RATE

When the advertising code comes up for a hearing in Washington next week Walter Chrysler of Chrysler Motors will be among the national advertisers there to attack the minimum 15% commission clause inserted in the document by the American Association of Advertising Agencies. Another spokesman against the 15% bottom scheduled is Alfred P. Sloan, chairman of the General Motors Board.

Association of National Advertisers has practically completed its brief opposing this clause for submission to the NRA administration and is meanwhile lining up other leading advertising spenders to back up the ANA's contention that the 15% minimum is both inequitable and excessive.

FEW PACIFIC COAST MEN AT NAB MEET

White Sulphur Springs, Oct. 9. Far west broadcasting sector is represented at this year's convention by only four delegates. They are: Guy C. Earle, Jr., and Earl C. Anthony of KFI, Los Angeles; William Warren, KOMO, Seattle, and Ed Crane, KGR, Butte.

No issues particularly involving their area and tough trip from coast to West Virginia probably reason for small delegation.

Will Warren's Junket

Seattle, Oct. 8. Willard Warren, KOMO-KJR market research department head, left last week for the N.A.B. convention at White Sulphur Springs, Virginia.

After attending the convention, Warren will spend two months looking over the principal Eastern radio stations.

Radio Girl's Legit Job

San Francisco, Oct. 9. Consuelo Gonzales, Spanish warbler on the staff of KFRC, is on her way to New York to do the Lupe Velez part in the road show of 'Strike Me Pink.' Deal was made by the Lee artists' bureau.

White Sulphur Springs, Oct. 9.

It developed during the opening session the NAB convention that the broadcasters have expended over \$22,000 since February of this year in fight on ASCAP. This copyright fund is collected by subscription among members. Shows deficit of \$73. Report for year was read by Philip G. Loucks, NAB managing director. Alfred McCosker, president, report read at same session, occasion to praise efforts of Oswald Schutte in fight against music industry, indicating the present NAB administration, if finances can be arranged, will seek to retain Schutte.

McCosker's report also submitted convention proposal reduce NAB membership fees and make possible the inclusion of small broadcasters who couldn't afford to join at old high rate. Move, he said, is necessary in order to help report advised convention NAB membership last year increased from 205 to 270 members and describing operation program clearing house said that exchange material made available here was getting more attention from European broadcasters than from own members.

Arthur Church, KMBC, Kansas City, as treasurer, reported at end of September NAB had collected over \$38,000 dues for the past year, and remarked costing organizations average of \$50,000 a year to operate, dues being based on station power under new arrangement calls for taxing members on basis of gross business at rate of 2%.

Eugene Sykes, chairman of the Federal Radio Commission, opened the convention with an address on developments in radio since passage of the 1927 act.

Democrats Grateful

A telegram read from Postmaster General James A. Farley thanking broadcasters in behalf of the Democratic committee for co-operation effecting new deal. E. M. Elkin, chairman of the tax committee, warned broadcasters flood of tax legislation against industry was imminent and urged them to appoint subcommittees in each state to deal locally with this legislation as may arise. Convention after less than two hour morning session returned to golf and committee subcommittees.

Committee appointed by chair to nominate new officers included Dr. Leon, WCAU, Philly; Roy Thompson, WFBC, Altoona; Stanley Hubbard, WSTP, Minneapolis; J. G. Kaufman, WCAE, Pittsburgh. Trio picked for resolutions committee by McCosker were Henry Bellows, W. W. Gedge, WMBC, Detroit; Edgar Bill, WMBC, Peoria. Resolutions committee and group working on revision NAB constitution and by-laws slated report Wednesday night.

Station WNRA

Birmingham, Oct. 9. Along came a permit for a new radio station at Florence, in the Muscle Shoals district, about the time all the talk about NRA was at its height.

So the Washington boys assigned the station's call letters as WNRA.

JOHN ROYAL'S MOTHER ILL

John Royal left yesterday (Monday) for Boston on a hurry-up summons.

His mother is seriously ill.

Advertisers Stop-Watch Stations, Demand Rebates From Networks; NBC Is Irked at Its Affiliates

National networks, particularly NBC, are faced with the problem of doing something drastic about the practice among the smaller affiliate stations of cutting in on the time due chain commercial programs with spot announcements. Complaints along these lines from web customers have grown common of late and the rebates from network to client for broadcast origin, to assume significant proportions.

Accounts who have done the squawking hold that when they buy time on a station through the network they are entitled to every second from the moment that the mike is opened at the broadcast origin, and that it is up to the network to see that local announcements do not lap over into their segments of the clock. Since neither of the webs have a checking service to do the spotting for them, NBC and Columbia have no other recourse than pay the damages. It demanded. Chains tell the clients that there is getting no satisfaction from the dilatory outlet because invariably the quizzing brings back a stout denial and an offer to prove that it's not so by the station's log.

One of the stiffest burnups on this topic handed NBC in some time came from a food account last week. What especially set the advertiser to boiling was the fact that the program involved was the introduction of one of the first new palaver had to do with establishing the various voice characters in the script. According to the client's complaint, the station's announcer instead of cutting short the local minute commercial when it came due for the network show to open went right through the spot with the result that the food packer's session bowed in cold, or right into the installment's action.

CBS PILOTS JESSEL'S AIR-STAGE CAREER

George Jessel is under contract for a year to CBS. The first sustaining program Saturday night (7) at 10:30 from Carnegie hall, New York, started the new ether deal.

CBS will share in any and all of Jessel's stage work dating from Nov. 1 when he opens as the inaugural attraction of the new Cafe de Paree, N. Y. A CBS wire will go into the spot. Jessel will be in the continental music hall for six weeks.

For the once weekly broadcasts Jessel will receive \$1,000 per, believed to be the highest sustaining salary yet paid. That is in addition to the \$3,000 salary Jessel will draw for m.c'ing the cafe floor show.

HIGH SCHOOL FOOTBALL

Prep Games on Air Friday, Colleges Saturday

Seattle, Oct. 9. Seattle high school football is on the air for the first time. KOL, with Ken Stuart spelling, is giving a play by play account of the prepsters' game and takes direct from the battlefield, each Friday. College football crowds a Saturday broadcast off the air.

With nine teams in the high school conference, this burg greets the games with enthusiasm; and judging from the noise that came from the radio on the first broadcast (Ballard vs. roadway) the youngsters have more school spirit than the college rah-rah's.

Wayne's WEED

Greenville, N. C., Oct. 9. Avera Wayne, manager of radio station WEED, announces that he will be on the air continuously from 7 o'clock in the morning until 5:30 o'clock in the afternoon, without signing off in the middle of the day as formerly. WEED is a new station, deriving its name from tobacco, the principal crop of the Greenville area. The station now employs six men, two engineers, three office men and one commercial representative. Wayne is sole owner.

STARS SNIFF AT NRA

Coast Radio Pout That Celebs Hold On

Los Angeles, Oct. 9. Local radio stations are pouting at picture names for their alleged lack of co-operation in the series of weekly NRA broadcasts going over California stations.

While air talent and musicians have contributed their services willingly, free, air men say that only one out of 10 of the film names asked to contribute has said yes.

Broadcasters say that their chief

turndown has been on the grounds that the weekly programs are only state-wide and therefore do not offer a sufficient publicity break for the filmies.

MUSICIANS HIT WGY AS NETWORK FEEDER

Uniform scale for radio engagements applicable to every town in New York State may be put into effect by the American Federation of Musicians. Majority of the locals authorized by President Joseph Weber on the proposition have come through with an okay. Idea behind the move is to prevent the networks from picking up sustaining band programs from affiliate stations where the wage scale is lower than that prevailing in New York City. Measure is aimed directly at NBC, which originates a substantial number of its daytime sustainers during the week from WGY, Schenectady. Station is operated by NBC.

New York local 802 was among those who agreed with the single scale but suggested, however, that the state level be made no lower than the current 802 prices.

Reduction of 10% in musicians salaries allowed NBC by New York local 802 several years ago has been declared off by the union and the network's staff men are back on the scales stipulated in the original contract.

CBS restored the cut without action from the union.

WBBM Gets WGN Acct.

Chicago, Oct. 9. First blood has been drawn by WBBM in the new battle between WGN, Chicago 'Tribune' station, and the Columbia system, of which WBBM is the local outlet. WBBM gets the Daggett & Ramsdell account from WGN after the beauty show has been on the 'Tribune' station for some four months.

Goes on WBBM three times weekly at 15 minutes per issue. Using radio discs, with E. V. Meadows as the head man for the 'Beauty School of the Air' program. McCann-Erickson agency in the deal.

WGN loses its Columbia affiliation on Nov. 1.

Charley Hughes Places 2d Show for Cosmetics

Chicago, Oct. 9. Luxor, Armour company's cosmetic subsidiary, returns to NBC on Oct. 15. Will use Charley Hughes' 'Talkie Picture Time' and ride on the red web each Sunday at 3:30 p.m. EST. Will come out of the local NBC station.

June Meredith will be the top name in the case, holding the same spot in the other Hughes serial, 'First Nighter', which, by coincidence, also plugs a cosmetic. Later the Campagna show.

Luxor had been on a local outlet, WMAQ, with its Theatre of Romance. NBC-WV-Ayer agency handling the Armour account.

NBC PRODUCERS DROPPED

Latest juggling around of the NBC program department staff has Joseph Hill and Pauline Glider out. Both were listed as producers.

Hill came from the Lord & Thomas agency. Disconnections take effect this Saturday (14).

Art—In Mexico

Mexico City, Oct. 2. Radio station XEFG here, motto of which is "For Culture and for Art," is attached by a local civil court judge to satisfy the outstanding claim for \$1,500 by the supplier of broadcasting equipment. Art didn't pay off.

FOREIGN LANGUAGE SHOW IN 7 TOWNS

Most extensive hookup yet of a foreign language program goes on the air this Sunday (15) with WOV, New York, the point of origin. It's plotted for an hour and behind it are P. Tardini & Co. Importers of Italian groceries, and Broccoli & Co. maker of an effervescent salt of that name.

In addition to New York and Brooklyn, the show will be piped into Philadelphia, Springfield, Hartford, Providence and Worcester. Indications are that the same Sunday matinee session will be extended through the Pennsylvania area and eventually as far west as Detroit and Cleveland.

WOR has also a 15-minute stanza of Italian entertainment banked by the baker of LaRosa macaroni which it is feeding WICC, Boston, six days a week. Contract in the latter instance is for 52 weeks.

New England placements of both programs, handled thru Scott Howe Bowen.

WMCA TO BE NUCLEUS OF REGIONAL WEB?

Jack Adams, operating head of WMCA, N. Y., figures on having his own network lined up by Jan. 1 of next year. At least that's what he told the governing board of the New York musicians union when he appeared before it to discuss the matter of scale. Union became curious of WMCA's status when it started, with the result that the group of Wall Street specialists to describe itself on the air as the 'Federal Broadcasting System'.

For the present, Adams explained to the union officials, WMCA was just a local station but, he added, those connected with it in its operation hoped to have it on a national hookup by Jan. 1, 1934. Local's governing board then decided that the scale for WMCA would be \$75 per man for not more than five actual working hours during a period of 10 hours a week for six days a week. This scale is to prevail until the outlet goes network, when regular web salaries and conditions are to take effect.

Hamilton's Big Order

Hollywood, Oct. 9. George Hamilton's orchestra, now at the Club Airport Gardens here, has contracted with World Broadcast for 500 records between now and Jan. 1.

Hamilton's band is currently re-motoring on T.W.B.

HORLICK SHOPPING

Chicago, Oct. 9. Horlick again dickering for a children's show to supplement the Dr. Herman Bundesen program for adults on NBC.

Malted milk has had kids' shows on both NBC and CBS but with split networks Lord & Thomas agency now looking over the possibilities and trying to decide between National and Columbia webs.

MEXICAN 100,000-WATTER

San Antonio, Oct. 9. Plans for superstation XEPM at Piedras Negras across Rio Grande from Eagle Pass, Texas, are forming.

Howard W. Davis, manager of proposed 100,000-watt station, will have studios in San Antonio.

Dallas Repeats Bourjois

Chicago, Oct. 9. Bourjois company's Evening in Paris' program on the Columbia web is also on-WFAP, the NBC station in Dallas.

Program is being reproduced on that NBC station by local studio talent.

HOW HIGH IS UP?

30 Secs. and Exasperation Make Plugs Lay Nice, Big Eggs

There's a scientific slant to those terrible advertising plugs that break in abruptly and heavily in the midst of comedy, music, or other agreeable moods. Physiologists estimate that an adult's annoyance when an alien thought is introduced into the midst of reverie takes 30 seconds to subside. During this 30 second period the victim is so busy being exasperated that the ear isn't registering.

Since the average advertising plug lasts only 30 seconds, it is pointed out that an announcement so clumsily framed as to produce a sense of irritation automatically shuts off one-third of its chances of being heard besides the possibility of setting up a fixed hostility.

Hence, the gradual move towards greater subtlety and unobtrusiveness in the sales message into the program. In other words, the pill must be enclosed in a capsule.

WRIGLEY CLAIMS CAN. GOV'T COPPED STARS

Ottawa, Oct. 9. William Wrigley Co. threw a bombshell in government and broadcasting circles by publicly charging the Canadian Radio Commission had stolen its radio stars after it had built up their reputations on the radio and that the air tribunal had pirated the Canadian Wrigley continuity of last season.

Wrigley people announced they were ready to spend \$50,000 on a new series of network programs to start at an early date, but before undertaking the campaign assurance was wanted from the Commission that the alleged lifts would not be repeated.

It was publicly claimed that the Wrigley Co. had spent \$100,000 in building up its broadcasts, only to have the government Commission take the works without credit. The declaration was made that the Commission had used public funds to grab the stars, and Wrigley was unable to meet this competition.

Wrigley announced it would provide employment for 40 new artists, musicians and others in the new program but it wanted 'hands off' insofar as the government is concerned.

This is the latest upset for the unhappy tribunal. A Federal investigation into the charges will probably result even before Parliament sits in January.

Lady Esther Shows

Chicago, Oct. 9. With three programs with Wayne King band on NBC, the Lady Esther program adds another ride, this time with Columbia, and still using the Wayne King organization.

Negotiations had been on for some time for a new show, exact talent choice having held up final decision. Stack-Gobel here handles Lady Esther stuff.

Contract calls for a 13-week minimum. Also understood that the Lady Esther company is now planning a fourth show for Wayne King on NBC.

Ferrin Fraser Leaves, Still Writes for CBS

Ferrin Fraser is out as continuity editor for CBS. With his departure the web has revised its entire writing setup, retaining only the routine continuity men on the payroll. Under the new plan if the network wants a special series of dramatization written the assignment will be given to an outsider. In line with this idea, Fraser, though off the CBS personnel list, is still doing the continuity for the Triple Bar-X show, the Carson Robinson sustainer.

Fraser came in as continuity editor about eight months ago. Authority delegated him had him also supervising the dramatic production department headed by Marion R. Parsonnet—Walter Fraser gone Parsonnet steps in as director of continuity also.

Ray's New Assignment

Chicago, Oct. 9. Bill Ray of the NBC press department will take over the duties of Hal Totten when the latter moves to the program department to assist Sidney Strotz.

Ray has been handling general assignments under Al Williamson.

EQUITY SEEKS FACTS ABOUT RADIO

Actors Equity now making its second attempt to get into radio. Representatives of the association down in Washington on the NRA radio case, while a committee is working on survey of radio actors' conditions.

Survey wants to answer these questions about radio workers: how many performers are now working on radio programs both sustaining and commercial? What are the approximate hours they work per week? How many rehearsals are usually necessary for each program and are the performers paid for them and at what rate? How many auditions are usually given before a program is bought? Are the performers paid for these auditions and how much?

Equity made a similar survey about three years ago when the association made its first attempt to crash the ether.

RADIO'S INT'L MEDIUM TO DATE IS WAX

Recent efforts to extend the frontiers of spot (wax) broadcasting to Porto Rico, Argentina, Peru, Bolivia, Chile, and Australia mark practically the first international development in radio. Heretofore and predominantly radio has been 100% of, for, and by the people of its own wavelenghts.

Radio has yet to import a star or performer from a foreign country. In this it markedly diverges from the practices of pictures, vaudeville, legitimate, circuses, and cafes. Of course, all radio performers over here are not Americans. There are numerous Canadians, a few English, a lot of German and Italian musicians, some French, Spanish and Russian singers, even a couple of Japanese, and enough Irish tenors to drown Mother Macchree.

Not one of the Canadians is on the American radio because they were discovered on Dominion programs and imported. Nor is there known any instance of an American entertainer being imported into Canada, although Yanks have broadcast in the northern balliwick.

Foreign languages are a natural barrier to an international radio. These are strengthened by the various types of control ranging from wide open advertising sponsorship as in America to the assorted monopolies of Europe and the undiluted propaganda of Russia, Germany, France, and Austria. In Europe the radio is international only in a politically offensive manner through hurling insults or taunts across frontiers.

While it is the host of each nationality to lavishly fete visiting officials, the radio industry, as witness recent American rates to English, Australian, and Dutch officials, this is about the only contact the various national broadcasting groups have had. International radio meetings have been entirely on engineering matters.

Former head man of German radio committed suicide when the Hitler regime came in.

WCAH's Staff Shifts

Columbus, Oct. 9. Radio station WCAH, only chain station in Columbus, a link of the CBS group, has been sold to Fred A. Palmer, local radio man, who is said to have had newspaper backing to make the purchase. Bert Williams has been named program and music director for the station under its new setup.

Staff changes are expected to follow with the chain outlet. Williams already is at work planning entirely new layouts for the local broadcasts.

JACK LITTLE TOURING

CBS Artists Bureau has framed a 12-piece band around Little Jack Little and is sending the act on a tour of one-nighter dance dates through New England starting this Wednesday (11). Little himself will do the masterful for the combo. Unit has booked also a week's stand at the Met, Boston, beginning Oct. 27.

HALF-TRUTHS OF RADIO

Radio Opens Carolina Town to Sunday Sports—Maybe Films

Charlotte, N. C., Oct. 9. Radio station WBT has given Charlotte Sunday baseball and football, and is now cracking through the community's iron-clad sabbatarian shell for Sunday movies.

It's done with the station's 'Man on the Street' program, a Saturday afternoon feature. Charlotte and the south goes for this program in a big way and after a solid year it sticks at the top of the program list in popularity.

Grady Cole, newscaster, buttonholes men and women from all walks and all classes of life on the sidewalk in front of the Wilder building, where the station's studios are housed. A question involving the most pertinent news of the day is put. Each program averages 20 interviews. The buttonhole mike is used.

After 99% of those selected at random were found to favor Sunday sports, the city council gave in to it. Now Sunday movies are up, with 22 of 24 men interviewed Saturday favoring their showing.

NAB Personalities

White Sulphur Springs, Oct. 9. Ad agency delegates attending the NAB convention here include:

Margaret Jessup of McCann-Erickson, Hubbell Robinson of Young and Rubicam, C. E. Midgeley of Batten, Barton, and M. A. Hollins of Campbell Ewald.

Among members who brought their frauds are Jack Van Valkenburg, KMOX, St. Louis; G. A. Richards, WJZR, Detroit; Earl Gammons, WCCO, Minneapolis; William Schudt, WBT, Charlotte; Dr. Leon and I. J. Levy, WCAU, Philly; Alfred McCosker, William Hedges, KDKA.

Red outfit sported by John Shepard proved the convention's chief amazement though the Yankee network head man lost the NAB's golf championship to Dr. Leon Levy. His gleamings from sidebets on links consoled in big way.

CBS gladdening taken care here by Melt Runyan, Sam Pickard, John Karol, Henry Bellows, while NBC had this duty filled by Frank Russell, Fred Weber, Donald Withycomb.

Leo Fitzgerald, WJR, kept to his room first two days of convention due to illness.

Conspicuously absent around the meet were radio sets. Not one heard going throughout Greenbrier hotel.

Judge Ira Robinson among those attending. Convention attendance numbering 202 biggest in NAB history.

Don Bernard to CBS

Chicago, Oct. 9. Don Bernard completes the circuit by this week, going on the Columbia System payroll here under the tag of musical production manager.

Bernard was originally with NBC here as production chief, but was lately associated with the Hayes-McFarland agency as radio expert.

PROBERT OFF WMCA

Tom Probert is out of WMCA where he produced his 'Portraits' for about 60 weeks of which 53 were sustaining, sans compensation. Probert then went to WODA, Paterson, until recalled by the new WMCA regime. Federal Broadcasting System, headed by Jack Adams. Probert and Julie Adams, the prez's brother, had some differences subsequently.

TSK, TSK, TSK

Chase Sanborn Slap Back at Ifts

While Armour is accusing Chase & Sanborn of lifting the master-butler idea of Phil Baker in Jimmy Durante's airpoursings, cied with the coffee program are talking back.

They say that Baker has in the last few weeks been using a Russian, similar to Rubintoff, and a screwy country idea, both done on the air before, by Eddie Cantor, who doesn't care who uses his materi he's through with it.

Company Union NBC Solution For Mikemen

San Francisco. Organizing radio technicians have agreed to accept the company union set forward by NBC, and are to elect temporary officers and draw up a constitution for network approval this week.

Still mainting in their A. F. of L. affiliation, however, they state, since IBEW presented their case to Sol Rosenblatt in Washington last week.

Technicians' unionization has given an idea to announcers and producers, too, who are buzzing around with plans, but nothing definite so far.

NBC LEAVING WCFL WHEN ABS ARRIVES

Chicago, Oct. 9. Affiliation with NBC will end for WCFL, local Federation of Labor outlet, about the first of the year. This is figured about the time the station will hook up for the Ed Wynn-ABS chain. Now waiting for the Wynn chain to extend out to this part of the country.

WCFL has been taking NBC daytime sustaining accounts.

Work is advancing on the new transmitter for WCFL, located at Downers Grove. With the new transmitter WCFL will climb from 1,500 watts to 5,000.

Baseball Gossip Runs During Winter Spell

Chicago, Oct. 9. John O'Hara starts his Hot Stove League program for the Ralph Atlass station WIND next week with the Prima beer company bankruptcy. Gossip of baseball inside stuff and will run until the 1934 baseball season gets started.

Program was formerly on WJKS, old station usurped by WIND. Green, Fulton and Cunnegham agency in the case.

Analyzer Plagiarized

Los Angeles, Oct. 9. Charging infringement of his copyrighted 'Graphogram' chart of handwriting character analysis, A. Henry Silver Tuesday (3) filed a \$250,000 damage complaint in Federal Court here against Ben Jaffe, the Jafograph company of America and radio broadcasting station KNX.

Plaintiff demands an injunction against further dissemination of the Jafograph system on the ground of class similarity.

SURVEYS PROVE BOTH SIDES

Those Charts Scrutinized with Plenty of Skepticism, but Chartism as Institution Firmly Established—Question Is to Make Surveys Beyond Suspicion

FEW SUPPRESSED

They're still surveying radio, top and bottom, east, west, Oshkosh and Manhattan, wax, webs, morning, noon and night. And all the resulting charts, graphs, pics, tables and algebraic formulas from these manifold, widespread, and never-ending surveys constitute probably the greatest mass of indigestible semi-scientific half-truths ever assembled in one filing cabinet.

All the charts and graphs are true—as far as they go. They prove a given point providing the fellow's survey isn't placed in juxtaposition. These competitive surveys are the deadly parallels of radio, one cancelling the other and all casting grave doubt on the veracity and dependability of surveys in general.

Advertising agencies and advertisers accustomed to surveys from publications expect them and get them from radio. Indeed the survey is a device for solidifying intangible values in a vast unseen market. Even the skeptics must in the end rely upon surveys. Not to discard but to improve the reliability of surveys is the goal of the future. Already the technique has been severely criticized and partly improved.

But the great absurdity of all surveys remains the fact that the survey is paid for by the most interested party. And they almost always manage to prove what they are supposed to prove.

This, of course, is not an impeachment of the surveyors who honestly gather information and honestly collate facts. Shadow resting upon the survey is the party doing the interpretation of the facts and figures and the logic of their basic assumptions. In other words the missing half of the story is apt to be the really important chapter.

Advertising circles will recall the classic story of the high-salaried copy experts who were shown a number of newspaper campaigns concerning whose effectiveness in selling goods there was ample evidence. Could the copy experts coldly pick the recommendations that had best succeeded? No, they couldn't. They fopped miserably in putting the finger on the copy that had worked. But an obscure nobody in one of the agencies with a dreamy sort of personality could and did correctly guess the copy that sold because he thought in terms of the general public of which he was a very real part. High-salaried lads lacked the ability to think like the people they were trying to sell.

And, of course, this is fundamental to the radio survey. It's trying to prove by outside investigation what the wisest advertising minds realize is tough guessing. Out of the confusion and intangibility that marks all advertising; and radio perhaps even most of all, surveys have been born and have grown into the most elaborate 'don't take our word for it, but look' system in the business world.

Melton Opposite Jeritza

James J. Elton is quitting the Revue-dancers to go it alone. Frank Parker, another NBC tenor, replaces him in the quartet, which otherwise remains as is. NBC is spotting Melton in legit as the male lead opposite Jeritza in a forthcoming Shubert musical.

Standard Brands, Pepsodent, G.M. Biggest Advertisers on Webs

SIGNED BUT UNFETTERED

Jolson Goes—St. im.

Al Jolson has put his signature to another 13-week contract with Kraft-Phenix Products. Agreement binds for that many performances whether he does them consecutively or lays off for his picture making. Under a master contract K-P has an option on Jolson's air services for 40 weeks out of 52, dating from July 28.

Exchange of signatures last week merely constituted a gesture of taking up the second 13-week option. Jolson, despite the renewal, is still free to absent himself from the program for 12 weeks on a week's notice.

Supreme Court Is to Define Radio Libel

Nebraska Supreme Court has recalled its recent dismissal of the KFAB-Sorenson libel action. Case will now go to the United States Supreme Court as a test case to establish station liability for libelous statements made by speakers. KFAB case grew out of a political speech made by a local attorney attacking C. A. Sorenson, the attorney-general.

National Assn. of Broadcasters has actively interested itself in the suit and was instrumental in getting the Nebraska jurists to let nature take its course on to Washington.

It is hoped to have radio libel defined within the next six months.

POSTUM SPONSOR FOR SOUTH POLE SHOWS

Postum will sponsor the first three CBS broadcasts by Admiral Byrd from the Antarctic. The general foods product, from the reported deal, has the right to cancel after the first broadcast.

First option, in the event Postum walks, is held by Jacob Ruppert, New York brewer, who is partly financing the Byrd expedition.

Buddy Rogers Up for Plough Co. on NBC

Chicago, Oct. 9. Plough cosmetic planning a flourish on NBC shortly and busy auditioning. Favoring a band idea so far, with the Buddy Rogers orchestra, particularly hot.

Plough's has been on the air for some years on other discs spotted throughout the midwest by the National Radio outfit.

Miss So-and-So Weds

Pittsburgh, Oct. 9. A romance of the air waves that had its inception here a couple of years ago at a station WWSW will terminate Oct. 31 in the marriage of Walter Sickles, WWSW announcer and composer, and Alice McCorkle, of the So-and-So Trio, of WCAE.

Pair met when Sickles encouraged So-and-So's, then they broke into the radio game at WWSW. Later, the girls won a Paul Whiteman audition here and after that moved over to the larger station. They'll continue in their respective jobs after a short honeymoon.

With the windup of the first nine months, Standard Brands was holding the lead as radio's biggest spender for 1933. Pepsodent, which the food packer passed by several months ago, is running a backward second. Though the first Oct. had rated as third among the big advertisers, General Motors through the six nights a week campaign it starts in a few weeks over some 65 CBS stations gives indication of moving into the deuce niche by the end of the current year.

In comparison of time expenditures for the initial nine months of 1933 Standard Brands has a margin of around \$110,000 over Pepsodent. So far this year the victual distributor has contributed over \$1,350,000 to the networks alone, while the drug and cosmetic manufacturer has spent on this score to date better than \$1,240,000. General Motors, next in the ranking, has for the initial three quarters of 1933 disbursed over \$800,000 for chain facilities and another \$225,000 for spot broadcasting.

Radio's 10 top spenders for the January to October stretch of this year are Standard Brands (C & S Coffee and Tea, Fleischmann yeast, Royal Gelatine), Pepsodent, General Foods (Maxwell House Coffee, Dingemond Salt, Post Toasties, Postum), Liggett & Myers (Chesterfield), General Mills, American Tobacco (Lucky Strike), Wrigley Gum, Wander Co. (Ovaltine), and Philco.

At the end of the same nine months in 1932 American Tobacco had the lead and those following were Liggett & Myers, Standard Brands, Pepsodent, General Motors, General Foods, Swift & Co., A & P Stores, General Mills, and Procter & Gamble.

500-Watter Proud Alma Mammy to Five Alumni Going Places on Air

Fairmont, W. Va., Oct.

From station WMMN, Fairmont, they go up to the big leagues of radio broadcasting. Holland E. Engle, new CBS program director in Chicago, started his radio career at WMMN. Scott Wiseman, better known as Skyland Scotty, now broadcasting over WLS, Chicago, started on the air at WMMN.

Glenn Beerbower, former station engineer of WMMN, now is with RCA Victor, installing stations, with headquarters in Chicago. Tommy Fisher is another WMMN graduate now with RCA Victor, and he's in Kansas City doing technical work. Herb Morrison, former WMMN announcer, now is announcing at the Milford, Kans., studio of station XER. He's studio director also.

Noonan May Scram ABS

Tom Noonan, 'Bishop of Chinatown,' contracted to broadcast his Rescue Mission on Broadway street via the Amalgamated Broadcasting System, is planning to take it away from that regional chain. Noonan and his manager, Cliff Clifton, are vexed at the limited outlets, claiming too great a difficulty for reaching any audience in the metropolitan sector.

Noonan was on WMCA previously and also had Adams Hats for a while as a commercial sponsor.

Mary McCormick's \$500

leago, Oct. 9. Mary McCormick is auditing for radio accounts. Asking price is \$500 per program with two hours weekly program on the show that is hottest Miss (Princess Midvini) McCormick is teamed with Rudolph Ganz, the symphony conductor, whose salary also rates \$500, but weekly.

SATURDAY NOW OKE—SPONSORS

By one of those shifts, Saturday Nite has become a hot radio evening. Long reputed as a sluff dial session on the sound theory that the Saturday night crowd and girls have more compelling interests than ether on their minds, commercial sponsors shied from subsidizing time on that day.

Through a booking condition and other circumstances, Saturday has become one of the best program evenings of the week. As the Terraplane (Hudson) hosted a sponsor, maestro, B. A. Rolfe logrolled, his "welcome" back (in a speechlet) to Jack Pearl and the new Leo Reisman show (None Such Mince Meat) is great stuff for all concerned. The more good shows that night the more concentrated fan attention, and that's what the sponsor wants.

An idea of twisting the dials for the major stations can start at 7:30 p.m. for example with the Kings Beer show on WABC including Jane Froman, Charles Perkins, the Berens orchestra and, as in this case, John J. McGraw guest artist. At 8 p.m. Connie Boswell's song-story on the big main link will have another beer shining, featuring Ray Perkins, Shirley Howard, Louis A. Whitten and a guest band—this time the crack Henry King combo from the Chicago Club. Then on behalf of Liebmann's Rhineland brew.

That's become a canny show under Whitten and the Hanf-Metzger agency's groomed Perkins style is smart, fly and sophisticated, but not too much so. Miss Howard's songs are in the popular vein. The idea of switching from beer to another is smart, utilizing the aura of a swank hostelry or nitery as setting for the script. The Waldorf, Central Park Casino, Baltimore and now the Pierre have been in sequence. It's a great break for the hotel. In fact, the manner in which the debutante season at the Pierre has plugged the hotel could have been a co-sponsor along with the beer products.

The nervous dial-twitchers, at 8:45-9:05 p.m. Saturday nights have a plugged-in "radio" style, a colored congregation from the banks of the Potomac to give them an idea of Dixie revival hey-heh. That's one of the most natural programs on the air. Elder Moxix undoubtedly bedevils Satan in all sincerity but his flock yea-hans and affixes the gospel in most entertaining hot and cold spots.

At 8:30-9 p.m., through the facilities of the Canadian Radio Commission and the NBC, from Montreal, comes the French program featuring Caro Lamoureux, soprano, Ludovic Huot, tenor, and a crack orchestra that plays continental music like only French Canada could produce.

A switch to WABC brings in the exotic and very hey-nony-nony Gertrude Niesen's ultra-modern songology for 15 minutes from 8:45 p.m. onwards.

Then at 9:30-30 Baron Munchausen Jack Pearl, back on the air again, with the same formula of advertising pattern. The Kings Beer commercial hour on the air, Lucky Strike is now a half hour and quite formula with its statistical manner of juggling the numbers. Jack Pearl and Cliff Hall, his straight, do their fantastic punstering in now familiar manner which probably evidences to the sponsors an immediate necessity to switch the character or take him far afield into new channels. Al Goodman's orchestra, of course, is tops. The band is among the best in the area and under the new auspices further fortified by vocalists via the De Marco Sisters, Robert Simmonds, tenor, and the Leader quartet, but otherwise no vocal soloists feature.

Right on its heels comes a new and expert half hour by Leo Reisman, Yacht Club Boys and Vivian Rial, a new voice in the area, from 9:30-10 p.m. WEAF-NBC, and on top of that B. A. Rolfe's Terraplane orchestra for another half hour, making it obvious why the maestro mildly welcomed back the preceding artists.

A switch from Rolfe, WABC brings in another new 'un, George Jessel (see Radio Report 9/24) in a corking half hour variety show.

Abel.

TOWN & COUNTRY. Fashions, Music COMMERCIAL WGL, Ft. Wayne Station has gone out of its way to acquire the Radio City fashion program. It is understood shop sponsoring the quarter hour wants nothing but the best, so as to get away from the usual money shot.

First note of distinction is Herbert Butterfield, director of community theatre group, Connie Beaver, former theatre pianist, comes in second.

tenor billed as the Serenader sings twice. Announcer, who trails in with the station label, sounds fast after Butterfield's clear dictation.

GEORGE JESSEL with Victor Eton Boys and Freddie Rich's Orchestra Comedy, Songs, Music 30 Mins. Sustaining WABC, New York

Premiere Saturday night at 10:30-11 p.m. on WABC-CBS of the first of a new series was an auspicious start for George Jessel and his supporting talent as a good hour, the show should get better-than-usual Saturday nite attention and, on its merit, because of the basic ingredients, soon capture public interest.

Again it evidences, as with Cohan, Cantor, Jolson, et al., that the transition of stage showmanship to the mike fast asserts itself. Jessel's stage presence and personality are an easy, natural, homely manner of working—ringing in his momma, the telephone business, the recalcitrant kid brother, the capricious confederate—got across the ether waves with the same telling effectiveness as Jessel was wont to milk his Keith and Orpheum audiences (remember?).

Nothing enough, Jessel explains that he's not been on the air for a year and when the pseudo-Freddie Rich seeks to further retard his reporting, it makes for a bright spot. That used, advisedly, Rich's orchestra actually offstage, but an obvious announcer's substitute voice officiating in the following.

There's a lot of fly stuff thereafter, including a crack about saying "hello to Ida and the five children" (referring to the Cantor family) and a crack about going to the big audience of the Carnegie Chamber Music Hall, from whence these Jessel half hours will be staged Saturday nights.

The telephone pattern is merely a fast, snappy, for some new stuff, all highly effective. That gag about Epstein will probably get around fast.

In between Jessel vocalizing "Talk of My Mom" (his theme song is "My Mother's Eyes" from a pioneering talker which he made years ago) and Vera Van, the Eton Boys and the Rich orchestra likewise get in their turn. The Eton vocal rendition of "Tiger Rag," with words, was particularly outstanding. Miss Van likewise registered with "I'm in the Love," "Shanghai Lil," etc. The top-of-the-repertoire rendition of "Me and Mike" was deftly utilized for fan-mail catching, with a casual offer to mail a copy to those interested. The Eton is okay stuff for the ether trade and the casual manner of mentioning it was wise, since it was not an obvious item of mail applause.

CBS is said to have Jessel under a year's contract for a build-up, that may be the answer to lots of things about radio—its recognition that it must go after worthy talent and what new stars. Jessel says it's a cinch.

Abel.

CHICAGO NBC JAMBOREE With Don McNeill, Arthur and Florence Lake, Edward Davies, Irene Beasley, Morin Sisters, Harold Stark, Orch. 30 Mins. Sustaining WJZ, New York

Radio's typical filler-inner is called a "jam" session. When it's back to the earlier days of broadcast, when sponsorship was rare and time was plentiful. A Jamboree might run indefinitely. It was a place where a host, professional and generally called for everybody around the studio to participate. It was the ideal opportunity for regulars to perform or singing. This Chicago NBC Jamboree is about as good or as bad as the jamboree average.

It is bad because the attempts at nonsense are. To Don McNeill, an agreeable personality, falls the test of courage, trying to be funny on the radio. McNeill leads the crew to a type of nonsense about as close to genuine nonsense as number nine carbon copy is to the original letter.

Certain of the tricks of Bob Barker, Fred Allen, Stephen Lee, Corey Ford, Lewis Carroll, and that tribe of nonsense-spinners have been noted but the application of such to radio is not the natural mental gymnast. In consequence the periscope in Dishwater Manor manages to be silly rather than funny.

There is excellence in the singing and in Harold Stokes slick orchestral support. Thus NBC leaves a good impression during the intermission between the shows. The should be laughs. Irene Beasley, emigre from Manhattan on an NBC ticket of leave, stood out. She must be fairly free of competition in a particular line around the Windy City. Edward Davies is a staff basso and always good. Morin Sisters harmonizing also dependable.

As for Arthur and Florence Lake, film jives, lately in vaudeville. They did a couple of minutes before the mike along the lines of their footlight gagging. And a crack about radio. The advantage of brevity. Chicago NBC has evidently established the studio jamboree as a fixed Saturday night show.

Land.

2d Reviews

Upon request and for sufficient reasons not connected with vanity or publicity-seeking, Vassar will not review any radio program. This policy is in fairness to programs that may be caught under bad conditions or where changes have been made and a supplemental review is warranted.

Advertising agencies frequently request Vassar to re-review a show after its initial shortcomings have been recognized and corrected.

'LITTLE ITALY' With Hiram Brown, Ned Weaver, Rose Corn, John Bartley Twice-Weekly Script 15 Mins. COMMERCIAL WABC, New York

Delaware, Lackawanna & Western Co. companies using an unusual slant. It is going into the east-side of New York and dramatizing the intra-family conflict between the former and American-born generations of an Italian brood. This appears to be a definite effort to reach the Italian population and foreign colonies generally. Albany, Baltimore, Boston, Buffalo, Harrisburg, Hartford, New York, Philadelphia, Providence, Rochester and Syracuse are tied in on a regional network.

The rise of the Goldbergs is, of course, a possible precedent; and individual stations here and there have had local programs of strong regional interest. But this is unusual to be interpreted as significant of network advertisers going after the sub-divisions within the nation. It does not follow that only the Goldbergs are not nationally any more than the audience of the Goldbergs is limited to the Yiddish public; yet essentially the theme of "Little Italy" is not universal because the problems of the Moreno family are not the problems of all America. Generally advertisers seeking to tap racial groups have used vast instead of the web.

So the effectiveness of this program will form an interesting argument either way.

In quality "Little Italy" listens like a fast, snappy, for some new stuff, all highly effective. That gag about Epstein will probably get around fast.

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OLSEN AND JOHNSON With Harry Sonick Orch, Doring Sisters, King's Jesters Comedy Revue 30 Mins. COMMERCIAL WBBM, Chicago

Olsen and Johnson program for Swift produced by the J. Walter Thompson agency, the Folies of all Chicago broadcasting shows. It has class, comedy, speed, and tempo with a showmanship touch that would do credit to any Broadway production. The radio show that is legitimate show business and could play to the public for a regular admission.

In the 30 minutes the Swift show rides over CBS there is comedy of all types, crossfire, business and hoke; there's solo and ensemble warbling by femmes and men, band numbers, piano specialties, all paced to blend into each other and build to a climax.

Olsen and Johnson show idea on the air is built around a newspaper called the Comedy News of which O. & J. are the editors. This makes for a tie-in with buyers in the Swift meat stores throughout the country.

The Swifts made deal giving away copies of the four-page comedy rag.

On the show with the headlines is the Harry Sonick orchestra with Sonick doing a piano solo, there are the Doring Sisters trio for their vocal cooling, also giving a new twist to commercial plugging by doing a melody limerick reciting the sales lists, all of which is centered on Swift's Brookfield butter.

On the show is an act under a long-term NBC contract and booked on this Columbia system show through the NBC Artists Bureau. On this program the act is known as the Premium Quartet.

On Friday nights when the Swift show is on the air the Olsen and Johnson led "Take a Chance" starts at 9:30 at the Erlanger. The left customers from 9 to 9:30 listen to the Swift show brought to them by the Erlanger.

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RADIO CHATTER

New York

Jerome Fenton, who toured with Sarah Bernhardt on her last two jaunts to the United States and recently guesting on a program over WGY, lives in Saratoga Springs.

General Electric local, with Antoinette Halstead, contralto, and a male quartet, now heard on WGY on Saturday night. Utica Club, commercial with Roger Sweet, tenor, and Marion Williams, shifted from Wednesday to Saturday evening same station.

Mystery Chef has resumed broadcasting two mornings weekly over NBC for the Davis Baking Powder Co.

Procter & Gamble using five-minute disc plugging a letter-writing contest for Oxydol.

Cartoonist Thornton Isher on WJLA 19 days to attend the N. E. convention in White Sulphur Springs, W. Va.

Carlos Degees arrived in N. Y. from Buenos Aires where he is touring Conquest Alliance's efforts to penetrate the latin market with radio discs.

Leon A. Friedman has a number of shows on the air, produced by his advertising organization. Included are Jennie Goldstein in 'problematic' sketches, WJLA, Fridays at 8:30 p.m.; Irish Echoes, under direction of John McCormick, WJNS, Monday, Wednesday and Fridays at 6:15 p.m.; Children's Newspaper of the Air, WOR, Tuesday, Thursday and Fridays at 5 p.m.; Unlabeled Radio Kindergarten (Nick Kenny), WJLA, Sundays 12:15 p.m.; and Marilyn Mack, Sundays and Wednesdays, WJLA, 7:30 p.m.; and WEAF, Sundays, 1 p.m.

Len Gray, 'Voice of the Composer' on WRNY, N. Y., is looking for Jud Kline, co-author of a tune that Gray has a chance to place.

Doug Coulter and Bill McCaffrey put on a heavy audition at the Polo Grounds.

Arthur Tracy (Street Singer) due to fly back from a picture-making date on the west coast to play Loew's Orpheum, N. Y., Oct. 13.

Wall Street Editor, WJLA, N. Y., want to make it trio as soon as they can find a high tenor.

Landi Trio and White's p. a. say the NBC stationers are on the lookout for a chicken farm.

Gregory (NBC) Stone's latest ditty, 'Brothers of Roman', goes on the Chappell-Harms list.

Last week's ditty, 'It was Mike Porter of the N. Y. Journal' that Johnny Johnstone took on that air to Cleveland.

East

Webster's Old-Timers, playing music of by-gone days are back on the air over WDRB, Hartford.

Bethany Girls over WDRB, Hartford, celebrate their first anniversary of hymnal music.

Hawaiian Masters with Mike Hanop former radio star is now being broadcast on WDRB, Hartford.

A new innovation which is taking a front row seat over WDRB is the recent 'Face' variety show with Everett Dow. Dow weekly makes a check up on 'facts you don't know' and devotes a quarter hour period telling Connecticut what things they should know but don't.

D'Amato Sister and Frank Sherry formerly with WEEI, Boston, and WOR, Newark, are now with WTIC, Hartford.

WTIC, operating on part time with WBAL gets full time afternoon broadcasting for the world series, later relinquishing regular broadcasts.

Harry Horlick brought back a gold medal testifying to the Chicago World's Fair high regard.

Aston radio boasts of the talent that started there. Among the Hub radioteles now gone to their reward are: Funny-Boners, Leo Marco Glick, Post, Martin Leo Reisman, Jackie Miller, John Herrick, Morton Bove, Billy Cote, Peg Lacentre, J. Alden Edkins, Agnes Morehouse, Kay Bonita, John S. Young, John Holbrook, Charles O'Connor and Alvin Bach.

Edward Herlihy, WEEI, Boston, a cousin of Fred Allen, announcing the Crumit-Sanderson program.

Ward Baking renewed with Mital Green for an additional program in the series 'Happy Landings', electrical transcription program of the World Broadcasting System, Tuesday and Thursday at 8:30 p.m. over WOL.

Mid-West

New staff setup at WADC, Akron, finds Bob Wilson as program director and Patty Jean as continuity director. This comes about with the switching of Marie Robertson to the commercial department.

Wayne Johnson and Jessie Waite Olin are back at WJW, after a 45-

minute program at WAIU, Columbus, recently.

Fred Bock, WADC, Akron, commercial manager, has returned from a ten days motor trip through the east.

Bert Harkness, sport announcer for KWAC, Kansas City, is a former professional ballplayer.

Announcing staffs at KOIL and KFAB (Omaha studio), have been combined. Announcers will do duty on both stations.

Harold Roberts on staff at KMTR with a program, 'Strolling Minstrel'. Mary Belle Lackey took first prize as best torch singer in the WWOV-Paramount theatre contest in Fort Wayne and has been placed for two appearances at Trianon ball room.

Becky Kay Rogers, copy editor, writer is dickering with Lincoln Life Insurance Co. to sponsor her historical series over WGL, Fort Wayne.

Ed Hodges, 'The Singing Ambassador', weighing over 200 pounds, is the newest tenor to make his appearance on WGL, Fort Wayne.

Crazy Crystals Hour over WWOV, Fort Wayne, now has the 'Old-Time Melodiers' playing six nights weekly. Duo is versatile specialists in songs about the farm and Main street.

P. Beckley Smith, formerly with couple of West Virginia stations, latest addition to announcers staff at WJAS, Pittsburgh. Won competitive audition among 12.

Jesse Kaufman, station manager of WCAE, Pittsburgh, vacationing in Hot Springs, Ark., for ten days.

Flea adder, formerly with Jan Garber, back with Eddie Peyton's band at latter's night club, airing over Pittsburgh stations.

Darrell W. 'Post-Gazette' radio ed, couldn't handle newscasting over WBSW, so Walt Frammer's doing the job.

John E. WCAE announcer, doing play-by-play account of all of W. and J.'s home football games from field at Washington, Pa.

Wax acts in WCKY, Conington, included Red-Headed Brer Hopper, rural and mountain songs; Lew Kent, former NBC and CBS baritone and who was with Betty and Bob, singing, pop string combo.

Flan returned after several months; Tommy Ott and Gladys Lee, double piano featuring works of Grofe, Gershwin and Saks, and Anne Bluebird, vocal, piano and guitar.

George Christie, new dramatic staff of WLW, Cin., in Oxydol 'Ma Perkins' series, turns a radio pro at 48 after full bread-and-butter roles in baseball, theatre mgr. in Haverhill, Mass.; member of The Quartette in vaude 25 years since; in legions with Macell, and Gene and Andrew Mack; auto racer, cattle puncher, Federal sleuth and detective for Miami Beach, Fla.

Helen Nugent, contralto, has departed from WLW, Cincinnati, for New York to solo in the Casino de Paree, opening Oct. 28.

Gene Emerald, WISN, Milwaukee, likes local piano and refuses to drive a car thinking there is too much grief connected with the process.

W. Higgins of the Cockpit! being put on in episode form by WISN, Milwaukee, for four-weeks, was written by Irwin R. Franklin. The WISN Players appearing in the show are directed by Eleanor Butler.

Russ Winnie, chief announcer for WTJW, Milwaukee Journal station, is all set for a long spell of football in 48 after full bread-and-butter other stations throughout the state. WTJW has formed a sports chain of its own.

Chet Springer and Ann Winslow are teaming over WFDE, Flint, Mich., while Grace Neal and Billy Geyer are another twosome on the same station. Springer has the orchestra at the Knickerbocker Gardens.

Forrest Winters at the Monterey Club will be heard over WFDE, Flint, Mich.

West

Jere O'Connor of KFWE, Hollywood, left for a trip around the world.

Rene Hemory, first violinist at KFWE, now draws title of concert master and assistant to Jack Joy, program director.

Bob Shafer and Ruth Durrell, both warblers at KFWE, are going to stage an elopement to Reno around Oct. 15.

Albuquerque, N. M., to dedicate a short-wave radio station and cope with much kidding about being crooners. Scramble-by-set-owners for short-wave sets and dealers not mad at all.

Dallas promised early erection of a short-wave radio station for business message transmission by E. L. W. Stone, v.p. of Postal and the Mackay Radio Co. Will supplement other Mackay Radio stations being built at New Orleans, Seattle and Chicago.

Kid feature, 'Clackety Clack', an afternoon number for years on KFI

up to six months ago, will go to KMTR, Hollywood.

KHJ, Los Angeles, has cut its orchestra from 26 to 22 men.

Quite a stack of mail at WBT, especially from Georgia and Kentucky, congratulating station on increase in power, making programs 100% available. Station has not increased power but improved broadcasting equipment.

Seattle KOI employees mourning the death of the 20-month-old baby of Ivan Dittmars, station musical director.

Application of the Magic Isle Broadcast Co., Catalina Island, for a 500-watt station, has been returned because of insufficient information on the proposed transmitter location.

KROW, Oakland, permitted to use the time of KFVI until next April, unless latter returns to the air.

San Bernardino, Calif., has an application in for a 50-watt police station.

Earl Brandenburg now singing at KMTR as the 'Whispering Tenor'.

South

Robert Morris will continue on staff of WSOC, moving to Charlotte, N. C., from Gastonia, N. C. Greater power for the station will be asked.

W. A. Schudt, Jr., manager WBT, Charlotte, N. C., will be at White Sulphur Springs for NAB convention this week.

Gayden Drew has been appointed commercial manager in charge of sales at WMC, Memphis.

Frank Hazzard, tenor at WSM, Nashville, always sings wearing an old battered hat, pushed down over his head.

New CBS news service launched September 26 through WBT, Charlotte.

Crazy Crystals, signed by WBT for six times a week, has doubled this and now has six day and six night spots a week.

Dee Dirks to Omaha with Poska Covering Lincoln

Kept on the hop since the annexation of KOIL in Omaha, to the KFAB-KFOR holdings here, Dee Dirks, as g.m. for the entire group, is finding it almost necessary to have his part of the offices moved affecting the business and program departments. Articles of incorporation of the WWOV & WGL Brokerage Sales, Inc., have been filed. Incorporators are: C. R. Durbin, president; Willis S. Martin and Wilbert Johnson, vice-presidents; Horace Seaman, treasurer, and Ed W. Meyner, secretary, all of Fort Wayne.

With this new arrangement the station now has its own specialized selling organization. J. Howard Ackley has been named new station manager. In the matter of service Ackley is the oldest announcer on the air, having been with the station for the past six years.

Lester Spencer has been appointed publicity manager in addition to his announcing duties. Joseph Roehling is the latest member to the announcing group. His regular feature is the 'Good News Hour' during the morning.

With the sales organization already operating, several shifts have been necessary. Now working in the radio program department are: Mrs. Marcella, Isenberg, Mary Jeanne Moats and Helen Brehm.

Jack Bailey Upped

Birmingham, Oct. 9.

Jack Bailey has been appointed manager of WJAX, Birmingham, Gene Moser, who came here from St. Louis. The change went into effect Oct. 1. Bailey was formerly manager of Bill Page's station at Mobile and prior to that was at WAPI.

Beatrice Tate Wright also received a promotion. She takes charge of all musical programs.

Air Line News

By Nellie Revell

Look for three new dramatic combinations this season. Fay Bainter and Tom Powers will be one of them; Ilka Chase, with John Drew Colt, Ethel Barrymore's eldest son, will comprise another; and Helen Hayes, last heard as guest star with 'The Troubadors', is to be paired with a male star, not yet chosen. Sponsors are angling for prices from all of them.

Wilders' New Job

Robert I. Wilder, director of WOR's press department, has become the manager of the program department, having charge of all business details of that division. Lewis Reid, program director, will continue to book and create programs, as well as be in charge of their presentation.

Football Coaches Have Stogoes

Sponsors that all-American Football Show are getting so many letters ending: 'And we hope soon to hear Coach _____ on your grand program,' that it appears that coaches, just like opera singers, have claquees.

Is Radio Station Desirable?

People of Carteret, N. J., location of WOR's proposed new transmitter, are going to vote on whether the station will be permitted to locate there. Councilmen refused to take the responsibility. The vote will be held in November.

Song's Borrowed Strain

Rosamond Johnson, composer of the song 'Under the Bamboo Tree', is sharing the royalties of 'The River Taking Care of Me', a present day hit, which he did not write. But the first eight bars are the same, Jesse Greer wrote the latter.

Short Shots

Now that Vincent Lopez is broadcasting regularly over Columbia, it looks as though CBS finally will get Lopez's signature on the dotted line, after several years of negotiations. John E. Baker of NBC Artists' Service, has recovered sufficiently to leave the hospital. ...Edward Longacre, formerly with N. W. Ayer, is now in charge of scripts at Pedlar & Ryan agency. Jack Wiggin, formerly NBC program department, has gone to the same agency to assist David Crozier. ...The programs designed for distillers anticipating Repeal, and anxious to invade the sanctity of the homes, are said to be the last word in conservative, refined entertainment. ...CBS now has two sustaining broadcasts from Carnegie Hall—The George Jessel shows on Saturday nights and the Freddie Rich hour broadcast at 8 on Sunday. ...Abe Lyman will direct the Playhouse on the Newspaper Delivery Union blowout at the Commodore Oct. 22.

Stand By

Olga Albani has two commercials bidding. ...Leon Belasco has been ordered away for a complete rest and leaves at the end of next week. ...Hall Johnson singers and Claude Felandt'ork now a regular Thursday feature on Columbia with their 'Harlem Serenade'. ...The California Ramblers, formerly a well-known orchestra, has reorganized under Ed Kirkaby, manager of the Pickens Sisters. ...There are only three men left in Don Bestor's band who are unmarried. They're all saxophone players—if that explains anything. ...Lanny Ross left for Detroit after the Thursday (Oct. 5) 'Showboat' broadcast, to make a personal appearance. ...Rita Breen is sailing for Hawaii in November to be married to an army aviator, who has been assigned there for two years. ...Carlos Roderigo, Spanish baritone, arrives late this month for a series of broadcasts on NBC. ...Wayne King, the 'Waltz King', long an exclusive NBC feature, started a Columbia commercial yesterday (Oct. 9). ...Lew White and E. A. Rolfe are in a huddle about a contemplated program building business, planning to use White's extensive organ studios for headquarters. ...The Steve Trillings (Warner booker) celebrated their third wedding anniversary yesterday.

Scrambled Notes

Marion Talley begins her comeback tour at Norfolk December 9, booked by NBC. ...Fred Waring's gang travels in two 12-section Pullmans and a seventy-foot baggage car. The latter for instruments, scenery, lights, platforms. ...Fred Berrens' contract on the Kings beer commercial has been extended for an additional 39 weeks. ...Donald Novis opens in St. Louis November 10, plays ten weeks in the Middle West, and then comes to New York for NBC. ...Adelaide Fitzgerald, the witch in WOR's 'Witch's Tale', is a 70-year-old legit actress, born in Ireland. ...Reggie Childs and his Hotel Roosevelt orchestra have been signed for their first commercial, starting October 21 over WJZ for Rheingold Beer. ...Mario Chamee, concert and opera star formerly with the Metropolitan, is getting set for an NBC commercial with a program which will be known as The Organ Grinder. ...Walter Scanlon, featured singer of the new Tidewater programs, was born Walter van Brunt. ...Charles Carlie auditioned for a Schubert show and his manager, Lew Cooper, is now correcting clauses in a juicy contract for a 'hot musical'. ...That the sponsor who thought of using the three 'B's—B. A. Rolfe, Bob Ripley and The Revelers—is again nibbling at available time. ...Mary Small, 11 years old, spotted through having been booked twice on the Fleischmann Hour, opens at the Regent, Paterson, October 17.

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'Liberty' magazine is looking for a program to put on the air. United Advertising Agency has the account. ...'Timid Soul', the creation of H. T. Webster, will soon be on the air with Ernest. ...John Charles Thomas assures this writer that he is coming to radio in a commercial program shortly. ...Pauline Gilder and Joseph Hill are out of NBC. ...George Beatty, lanky vaudeville comic, will m.c. on that oil show which stars Ethel Waters, and which is to take the air late this month. ...Abe Lyman has been paying Ella Logan, vocalist, a salary for two months, and hasn't had a chance to utilize her yet. ...Frank Novak writes the music for the 'Wizard of Oz' program. ...John Fogarty's management at the Capitol Theatre this week is his first Broadway appearance. ...Club Richman will have a WHOM wire seven nights a week. ...Muriel Wilson is dictating. ...Beatrice Fairfax and her loverlorn take the ether waves early in October. ...Dick Leibert started another WJZ program Sunday night (8), making 'sixteen weekly NBC broadcasts on which he is starred. ...Jimmy Carson and Joe Adams, formerly of York and Adams, have formed a team and were auditioned this week for a program on NBC.

BENNY RUBIN SHELL OILING

San Francisco, Oct. 9.

Shell Oil has signed Benny Rubin, Heldt's orchestra and Eugene Imhaus, tenor, to continue for the remainder of the year as features on the Shell Monday night show on the Don Lee network.

Program is handled by E. H. Sanders, Shell advertising manager, of the J. Walter Thompson agency.

Gen. Mgr. Quits WKBC

Irrimingham, Oct. 9.

R. B. Patterson, general manager of WKBC, handed in his resignation last week and is leaving for Chicago for a vacation of two weeks.

Joe Ford and Gene Wyatt, announcers, also resigned.

OUTSTANDING PROGRAMS ON THE AIR

NATIONAL

(Taking in chain programs of coast-to-coast or regional hookups. Listing artist, chain and key stations, time—EST, out of New York—and days, if more than once weekly, commercial and advertising agency on the account. The time difference according to geographical location can be figured out for local reference accordingly.)

(This and Next Week, Oct. 10 to Oct. 16)

(All Time EST)

TUESDAY (OCT. 10)

Julia Sanderson and Frank Crumit, Parker Fennelly, Jack Shillert orchestra, "Blackstone Plantation," 8:30-9 p.m., WEAF-NBC (Blackstone Cigar), (Batten, Barton, Durstine & Osborne).

The Goldbergs, with Gertrude Berg, James Waters, 7:45-8 p.m., NBC-WEAF. Also Wed., Thurs., Fri. & Mon. (Peppesent) (Lord & Thomas agency).

Amos 'n' Andy, 7:15 p.m., NBC-WJZ. Also Wed., Thurs., Fri. & Mon. (Peppesent) (Lord & Thomas agency).

Trade and Mark, Billy Hillpot, Scappery Lambert, Nat Shillert directing, 8:45-9 p.m., NBC-WJZ. (Smith Bros. Cough Drops).

Clara, Lu 'n' Em, Loties Starkey, Isabelle Gauthers and Helen King 10:15-10:30 a.m., NBC-WJZ. Also Wed., Thurs., Fri. & Mon. (Palmolive) (Lord & Thomas agency).

Little Orphan Annie, 5:45-6 p.m., NBC-WJZ. Also Wed., Thurs., Fri. & Mon. (Ovaline) (Blackett-Sample-Hummert).

Ben Bernie orchestra, 9:30 p.m., NBC-WEAF. Also Wed., Thurs., Fri. & Mon. (Mattenes-Pogarty-Jordan agency).

Louella Thomas, 4:45-7 p.m., NBC-WJZ. Also Wed., Thurs., Fri. & Mon. (Sun Oil Co.) (Roche, Williams & Cunningham agency).

Household Musical Memories, Edna G. Guest, Alice Mock, Josef Koestner orchestra, 9:30 p.m., NBC-WJZ. (Household Finance Corp.) (Charles Daniel Fry agency).

"Skippy," 5:15-5:30 p.m., NBC-WJZ. Also Wed., Thurs., Fri. & Mon. (Phillips Dental Magnesia) (Blackett-Sample-Hummert).

Mills Bros, 7:30-7:45 p.m., CBS-WABC.

Booker Carter, 7:45-8 p.m., CBS-WABC. Also Wed., Thurs., Fri. & Mon. (Philico).

Kate Smith, 8:45-9 p.m., CBS-WABC.

Eddie East and Ralph Dunne, John Hale, Don Voorhees' orch., NBC-WEAF, 9:30-10 p.m. (Texaco) (Hant-Metzger).

"The American Legend," Herbert J. Burdman, director, CBS-WABC, 10:30-10:45 p.m.

"Myrt and Marge," 7:15 p.m., CBS-WABC. Midwest release, 9:45 p.m. (Wrigley's Gum) (Francis Hooper).

Eno Crime Clues, with Edward Reese, John MacBryde, 8:30-9 p.m., NBC-WJZ. Also Wed., same time (Harold F. Ritchie & Co.) (N. W. Ayr).

WEDNESDAY (OCT. 11)

George Olsen band, Bert Lahr (Chase & Sanborn), NBC-WEAF, 8:30-9 p.m. (J. Walter Thompson agency).

Potash and Perlmutter (Jos Greenwald and Lou Welch), WJZ NBC, 8:30-8:45 p.m. (Fennamint) (McCann-Erickson).

The Post Prince, Eunice Howard, reading, NBC-WJZ, 11:15-11:30 p.m.

Irvin S. Cobb and Al Goodman's orchestra, 9:31-9:35 p.m., CBS-WABC (Good Guit). Also Wed., same time (Cecil Warwick & Cecil, same time).

Ruth Etting, Raymond Paige orchestra, 9:15-9:30, CBS-WABC. (Studebaker).

Guy Lombardo's orchestra and Burns and Allen, 9:30-10 p.m., CBS-WABC. (White Owl Cigar) (J. Walter Thompson).

Fred Waring's Pennsylvanians and Milton Berle, Harry Richmond, 10:10-10:30 p.m., CBS-WABC (Old Gold) (Lennon & Mitchell).

Edith C. Hill, news, 10:30-10:45 p.m., CBS-WABC.

Albert Spalding, Conrad Thibault, Don Vorhees conducting, 9:30-9:45 p.m., CBS-WABC. (Fletcher's Castoria).

One Man's Family, sketch by Carlton E. Morse, with Anthony Smythe, 9:30-10 p.m., NBC-WEAF, originating from NBC San Francisco studios.

Leo Reisman, conducting, Conrad Thibault, 9:30-10 p.m., NBC-WEAF. (Phillip Morris) (Milton Blow agency).

Morton Downey, 7:15 p.m., CBS-WABC. Also Fri.

Cyrena Van Gordon, Walter Golde, accompanist, 7:30-7:45 p.m., NBC-WJZ. (Dier Klass Cosmetics).

Ipana Troubadours, Doc Rockwell, Fritz Schlegel, Fred Kaufman, Frank Black, conducting, 9:30-10 p.m., NBC-WEAF. (Bristol Myers) (Pedlar & Ryan).

Alexander Woolcott, The Town

Crier, 10:30-10:45 p.m., CBS-WABC; also Fri.

Kate Smith, 11:59-9:30, CBS-WABC.

THURSDAY (OCT. 12)

Rudy Vallee-Fleischmann variety program, WEAF-NBC, 8-9 p.m. (Fleischmann's Yeast) (J. Walter Thompson).

Cap'n Henry's Show Boat, including Gene Rogers, Paul Whitman, Decca orchestra, Hanshaw, Muriel Wilson, Mo'lasses 'n' January, Don Voorhees orchestra, WEAF-NBC, 9-10 p.m. (Maxwell House Coffee) (Benton & Bowles).

Glenn Gray's Casa Loma orch., midnight to 12:30 a.m.; CBS-WABC.

Al Johnson, Paul Whitman, Decca Taylor, m.c., and variety show, 10-11 p.m., NBC-WEAF, coast-to-coast (Kraft-Phenix Products) (J. Walter Thompson).

"Singing Sam," 8:15-8:30, CBS-WABC. (Barbasol) (Erwin Wassey).

Bowdell Sisters, Freddie Rich, conducting, 8:15-8:30, CBS-WABC.

FRIDAY (OCT. 13)

Cities Service concert, with Jessica Dragonette, the Cavaliers (Henry Shope, Frank Parker, John Seagle, Elliott Shaw, Lee Montgomery).

Frank Sinatra and Milton Lettinger, Royster Bourdon's orchestra, WEAF-NBC, 8-9 p.m. (Cities Service Gasoline) (Lord & Thomas).

Fred Allen, Portland Hoffa, Jack Smart, Roy Allott, Phil Duce, Eileen Douglas, Fannie Grofe orchestra, 9:30-9:45 p.m., WEAF-NBC (Best Foods) (Benton & Bowles).

Pond's Vanity Fair, Victor Young orchestra, Lee Wiley, WEAF-NBC, 9:30-10 p.m. (Pond's Cream) (J. Walter Thompson).

Floyd Gibbons, Headline Hunter, NBC-WJZ, 10:45-11 p.m.

"First Nighter," with June Meredith, Don Ameche, Carlton Brickett and Cliff Sauter, 10:10-10:30 p.m., NBC-WJZ (Campagna Italian Balm) (McCann-Erickson).

Armour Hour, with Phil Baker, Harry MacGregor, Jerry Men, Neil Saters, Roy Shield orchestra, 9:30-10 p.m., NBC-WJZ (Armour Packing) (N. W. Ayr agency).

"Let's Listen to Harris," Ray Harris and orchestra, Leah Ray, 9:30-9:45 p.m., NBC-WJZ (Cutex) (J. Walter Thompson).

Lum and Abner's Oldtime Social, 10:30-11 p.m., NBC-WEAF, originating from WEAF-NBC (Ford dealers) (Crichtfield agency).

Ethel Shutta, Walter O'Keefe, Don Bestor's band, 8:30-9 p.m., NBC-WJZ (Nestle's Chocolate) (J. Walter Thompson).

Olsen and Johnson, Harry Smith, conducting, 10:10-10:30 p.m., CBS-WABC. (Swift & Co.) (J. Walter Thompson).

SATURDAY (OCT. 14)

Rea Battle concert, ensemble, WEAF-NBC out of Toronto (via CRCT), 1:30-2 p.m.

Week-end Revue, variety show, NBC-WEAF, 4-6 p.m.

B. A. Rolfe orchestra, with Rudy Vallee, WEAF-NBC, 10-11 p.m. (Hudson-Essex) (Blackman agency).

Glenn Gray and Casa Loma orchestra, 7:30-8 p.m., CBS-WABC.

SUNDAY (OCT. 15)

Alfredo's marimba orchestra, WEAF-NBC, 10:30-11 a.m.

Major Bowes' Capitol Family from Capitol theatre, N. Y., 11:15 a.m.-12:15 p.m., WEAF-NBC, variety show, with Maria Silvera, Hannah Klein, Nicholas Conzento, Tom McLaughlin, Four Minute Men, Waldo Mayo, Yasha Bunchuk, conducting.

Jimmy Durante, Ruth Etting, Rubinoff's orchestra, WEAF-NBC, 8-9 p.m. (Chase & Sanborn Coffee) (J. Walter Thompson).

Jack Benny, Walter Livingston, Frank Parker, Frank Black conducting, NBC-WEAF, 10-10:30 p.m. (Chevrolet).

Col. Louis McHenry Howe, President Roosevelt's secretary, 10:15-10:30 p.m., WEAF-NBC, after French-Built Interviewing film on national affairs. (RCA Victor).

Helen Morgan, Albert Bartlett's orch., 8:30-9 p.m., CBS-WABC. (Bisset-Dick) (Blackett-Sample-Hummert).

Radio City Music Hall Concert, Roxy (S. L. Rothafel) as m.c., with Erno Rapee's orchestra, choir and soloists, 12:15-1:15 p.m., CBS-WABC. (Bristol Myers) (Pedlar & Ryan).

Prank Cramit and Jack Sanderson, 5:30-6 p.m., WABC-CBS (Bond Bread) (Batten, Barton, etc.).

The Gauchos, Vincent Barry conducting with Two Guitars, 9:30-9:45 p.m., WABC-CBS.

Richard Krimmer's orch., from Essex House, N. Y., 7:45-8 p.m., NBC-WJZ.

Vincent Lopez, Alice Joy, 7-7:30 p.m., NBC-WJZ. (Real Silk) (Erwin Wassey).

Manhattan Merry-Go-Round, Tamara, David Percy, Men About Town, Gene Rodemich orchestra, 9:30-9:45 p.m., NBC-WEAF. (Lyon's Tooth Powder) (Blackett-Sample-Hummert).

American Album of Familiar Music, Frank Munn, Elizabeth Lennox, Ohman and Arden, Bertrand Hirsch, Gus Heuschka orchestra, 9:30-10 p.m., NBC-WEAF. Bayer's Aspirin (Blackett-Sample-Hummert).

Light Opera Nights, Muriel Wilson, Alma Kitchell, Willard Amison, Walter Preston, Harold Sanford, conducting, 8-9:30, NBC-WJZ.

Willard Robinson's Deep River symphony, 5-5:15 p.m., CBS-WABC. Also Thursday, 10:15-10:45 p.m.

Symphony No. 9, Howard Barlow, directing, 4-5 p.m., CBS-WABC.

MONDAY (OCT. 16)

A&P Gypsies, Harry Horlick directing, Frank Parker, WEAF-NBC, 9:30-9:45 p.m. (Atlantic & Pacific).

Sinclair Minstrels, Gene Arnold, Joe Persoff, Bill Childs, Mac McLeod, Clifford Souther, Harry Rosen directing, NBC-WJZ out of Chicago, 9-9:30 p.m. (Sinclair Oil) (Erwin Wassey).

Jack Frost Melodies with Josef Patterback's orchestra and guest artist 9:30-10 p.m. (National Sugar Refining) (Gotham agency).

Karigan L. Thomas orchestra, Gene Arnold, Lulu, 10-10:30 p.m., NBC-WEAF. (Carnation Milk) (Erwin Wassey agency).

LOCAL SHOWS

(Embracing same data as National programs, giving time, artists, commercial, agency, etc., of local programs, not on a network hookup, regional or national.)

NEW YORK

(OCT. 10 TO OCT. 16)

(All Time EST)

TUESDAY (OCT. 10)

Eddy Brown, violinist, with miniature symphony maestroed by George Shackley, 8:30-9 p.m., WOR.

Footlight Echoes, directed by Geo. Shackley, Lewis Reid announcer 9:30-9:45 p.m., WOR.

"Sleepy Time Lady," May Sprinz 6:15-6:30, WINS. Same time every day but Sun.

Georges Heister, news comment, 7:45-8 p.m., WOR. Also every other day but Sun. (Ebling Brewing Co.).

Clem McCarthy, Sportsights of the Day, 7:15 p.m., WMCA.

WEDNESDAY (OCT. 11)

Phil Napoleon's orch., Merril Lee, 9-9:30 p.m., WOR. (Hudson-Essex) (Blackman agency).

Market and Halsey Street Playhouse, Roger Bauer, m.c.; Les Orioncos, conductor, 10:30-11 p.m., WOR.

THURSDAY (OCT. 12)

Men of WOR' variety, Sherman Keene directing, Grenadiers Quartet, Walter Ahrens, 10:30-11 p.m., WOR.

Merle Alcock, soprano; Roderick Graham, conducting; 9:30-9:45 p.m., WMCA.

Pappy, Eke and Era, 9:30-10 p.m., WMCA. Also Sun, Mon. and Fri.

Merle Johnston's Saxophone Quartet and Pauline Alpert, pianist, 7:45-8 p.m., WOR.

FRIDAY (OCT. 13)

Harold Stern's orchestra, 8:45-9 p.m., WOR. (Radio Corp.).

Hendrik De Leeuw, Tales of a Globe Trotter; 8:15-8:30 p.m., WEVD.

Jack Latta's Gaities, 4:45-7 p.m., WINS.

Bronx Marriage Bureau, Julie Bernstein, Hyman Brown, 9:15-9:30 p.m., WOR.

Orchestra Gems, Robert Hood Bonera, conducting; 10:10-10:30 p.m., WMCA.

SATURDAY (OCT. 14)

Jack Dennis's orch., Ray Perkins, Shirley Howard, 8-8:30 a.m., WJZ. (Rheingold Beer) (Hant-Metzger).

WOR Little Symphony-orchestra, Philip James, conducting, 8-9 p.m., WOR.

The Cuban Lady, Cuban songs, 1:45-2 p.m., WMCA.

SUNDAY (OCT. 15)

Willverbell, with Sylvia Miller, Silver Kennedy, Roderick Graham, conducting, 8:15-8:30 p.m., WJZ. (Woodbury Revue, with Rosanne and her orchestra, Al and Lee Reiser, Jack Arthur, 7:30-8 p.m., WOR.

Red Laquer and Jade, George Shackley, directing, Basil Ruysdel, narrator, 6-6:30 p.m., WOR.

Margaret Anglin presents, with Robert Seidelle, organist, 6:30-7 p.m., WOR.

Henrik De Leeuw, 'Orientalis', 4:30-4:45 p.m., WOR.

'Radiant Revue,' Al and Lee Reiser, Jack Arthur, Kozane, conducting; 7:30-8 p.m., WOR (Woodbury cosmetics) (J. Walter Thompson).

Jewish Little Symphony, with Jewish Sereaders, 6-6:30 p.m., WINS.

Choir Invisible, Vera Osborne, Annette Simpson, Veronica Wiggins, John Chins, David Crosscut, George O'Brien, Jack Keating; George Shackley, directing, 8:30-9 p.m., WOR.

Viola Philo, 8:15-8:30, WMCA.

CHICAGO

(OCT. 11 TO OCT. 16)

(All Time CST)

WEDNESDAY (OCT. 11)

Palace Theatre Varieties with RKO stage talent, 8:30-8:45 p.m., weekly, WMAQ.

THURSDAY (OCT. 12)

Adventures in Health with Dr. Bunsen, 8:30-8:45 p.m., weekly, WLS (Horlick's Malted Milk) (N. W. Ayr agency).

IDAY (OCT. 13)

Clarence Wheeler orchestra, WBBM, 7:30-7:45 p.m., daily, Sustaining.

SATURDAY (OCT. 14)

Art Linick, 'Happy Go Lucky Time,' WJZD, 8-10 a.m., daily except Sunday. (Commercial with participation accounts).

WLS Barn Dance, 10-12 p.m., weekly. (Commercial, participation accounts and Dr. Miles Laboratory).

SUNDAY (OCT. 15)

Chicago A Capella Choir, with Noble Cain directing, WENR, 3:30-4 p.m., weekly, Sustaining.

MONDAY (OCT. 16)

Auricle Craven and Cliff Nazarro, vocalists with the Clarence Wheeler orchestra, WBBM, 8-8:15 p.m., weekly.

LOS ANGELES

(OCT. 13 TO OCT. 19)

(All Time PST)

Merrymakers, KHJ, 9-10 p.m., variety show, with Gill and Downing and Ray Paige's orchestra. (Ford Dealers of Calif.) (McCann-Erickson).

Al Pearce and His Gang, KFT, 2-3 p.m., daily except Sundays. Sustaining.

Chandu the Magician, KNX, 6:45-7. Every night but Sun. and Mon. (Citrus Soap) (Earnshaw-Young).

IDAY (OCT. 13)

Tapestries of 'Life,' KHJ, 9-9:30 p.m., classical orchestra music (Forest Lawn Cemetery) (Dan B. Miner).

Optimistic Donut Hour, KNX, 8-9 p.m., variety show, with Charlotte Woodruff, Joe Bishop and Alan Rogers (Dor, Perfection Bread).

Melodized Melodies, KHJ, 8:15-8:30 p.m., Norman Nielson and Hazel Warner. (Sussman and Worms) (Vincent Leahy agency).

Charm, Katherine, KFWB, fantastic comedy with Tom Brennan and Owen Crump, 9:30-9:45 p.m. Sustaining.

Elvia Almas' songs and comedy, with KNXPonents of Rhythm, 7:30-7:45 p.m., Sustaining.

KNX Varieties, with Jack Carter, KNX, 8-9 p.m. Revue, Sustaining.

SUNDAY (OCT. 15)

Symphony Concert, KMPC and re-broadcast KFWB, KFOX, Long Beach, KREG, Santa Ana, 10-11 p.m. Chaucery Haines' orchestra of 35 pieces. (MacMillan Petroleum Co.)

Charles Hamp, KNX, 7:30-8 p.m.; Also Mon. and Fri., 9:15-9:45 p.m. (Straska Toothpaste) (Smith and Drumm).

Napoleon and Josephine, KFWB, 9-9:30 p.m. Serial dramatization, French history. (Barker Bros.) (Ray Alden agency).

'76 All-Star Revue,' KHJ, 7:30-8 p.m., Donald Norris, Sterling Holloony and Orville Knapp orchestra. Union Oil Co. (Lord & Thomas). Also Wednesday, Sept. 27.

'The Wave,' KFWB, 9:30-10 p.m., Narrator, Bob Sherwood, chamber music. (Kelvinator) (Hammel agency).

Calmon Lubatovsky, violinist; KNX, 9:15-10:15 p.m. Sustaining.

MONDAY (OCT. 16)

Girl Behind the Counter, KFWB, Jeannie Dunne and Bert Fisher, singing skit, 8-8:15.

Blue Monday Jamboree, KHJ (from KFCR, San Francisco), 8-10 p.m. (Shell Oil Co.).

TUESDAY (OCT. 17)

Inglewood Park Concert, KHJ, 7-7:30 p.m. (Inglewood Cemetery) (Paul Winans).

Heroes of the Lafayette Escadrille, KFWB, 8-8:15 p.m., air narration by Edwin Parsons. Sustaining.

'American Parade,' KMPC, 8-8:15 p.m., Sustaining.

Hodge Podge Lodge, KHJ, emanating KFCR, San Francisco, 9:30-10 p.m., comedy program, sustaining.

California Melodies, direction Ray Paige, KHJ (CBS), 6:30-7 p.m. Sustaining.

WEDNESDAY (OCT. 18)

Opera of the Air, KNX, KFWB, KFCR, 8-9, featuring Leola Turner, 20 singers, Arthur Kay's orchestra. (Adorb Creamery) (Lord & Thomas).

THURSDAY (OCT. 19)

Light Opera Favorites, KNX, 7:15-7:45 p.m., with Charlotte Woodruff, Sustaining.

DENVER

(OCT. 13 TO OCT. 19)

(All Time MST)

IDAY (OCT. 13)

Twin Shoppers, Kay Webber, contralto; Pat Burns, director; 9:15-9:30 a.m., ex. Sun., KLZ.

Luncheon Melodies, Joe O'Neil, baritone; Fred Burket, tenor; Janet Bible, contralto; Bill Rogers, piano; 12:15-1:30 p.m., ex. Sun., KLZ.

Cosmopolitan Hotel orchestra, 2:30-3 p.m., ex. Sun., 2-2:30 p.m., KOA to NBC-WJZ network; also 9-9:30 a.m., Oct. 14; 11-11:30 p.m., Oct. 15.

Italian, 9-piece string orchestra; Ruth Skelly Bell, director; Florence Fishel, tenor; Mildred Kyslin, contralto; KOA to NBC-WJZ network.

Radio Reports

(Continued from page 34)

during the Rockwell-Grauer change. For the vocal interludes there's the fluted tenor Fred Hufsmith and rounding things out instrumentally are the snappy pop interpretations of the studio aggregation under Frank Black. The plugs are interpolated with a minimum of words and considerable skill. Ode.

NANCY GARNER
Val Stanton, Fordettes, Alex Kesse
COMMERCIAL
WV, Oklahoma City
Bolstering the Ford dealers' national program, dealers in Oklahoma and Texas put on a 30-minute show of their own every Wednesday night, an earful of which conveys the rightful impression that here is Southwest broadcasting in one of its best moments.

Nancy Garner, a recruit from NBC, delivers her coloratura soprano voice in song numbers of the popular type. No operatics are attempted and her bell-like notes will not drive off any of the average customers. Val Stanton worked his stage routine for this, his first appearance on the show. The gags registered well. A trio of girl singers, the Fordettes, furnished interesting variety and were not heard too often.

The orchestra, on its own or as accompaniment, easily steps out as one of the smoothest yet heard from this section of the country. Under Alex Kesse's direction, it came through as clear and pretty as some of the mean aggregations of the east. Plugging was entrusted to Roy Cowan, a Dallas announcer capable in the art.

This weekly show is Dallas-produced but alternately staged in Dallas, Oklahoma City and Tulsa auditoriums, where the public may attend through a Ford dealer hand-out ticket. Stations WFAA, Dallas; WKY, Oklahoma City, and KVOO, Tulsa, compose the present Southwest chain. "Feel of the Ford at the Wheel" is the local name.

The Nit Wits
of the
Networks
**WHITE
OWL**
WABC
Every
Wednesday
at 9:30 P. M.

BURNS AND ALLEN
Dir., WM. MORRIS AGENCY

**ABE
LYMAN**

AND HIS
CALIFORNIA ORCHESTRA
Columbia Broadcasting System
PHILLIP'S DENTAL MAGNIESA
Tues., Wed., Thurs., 8:45 to 9 P.M. E.S.T.

COAST-TO-COAST
WABC

**Isham
Jones
Orchestra**

COMMODORE
The big show sponsored by
EX-LAX every Monday, 9:30-
10 P.M. Tuesdays, Wednesdays,
Thursdays and Fridays, 11:30-
12 P.M. 10 to 11 P.M. 11:30-
12 P.M. coast to coast, WABC
P.M. coast to coast, WABC

Direction
Columbia Broadcasting System

**JULES
STEIN**
and HIS ORCHESTRA
225 CLUB, CHICAGO
Many Thanks to
ED LIEBENBERGER
SOPHIE TUCKER
ABE LASTFEL
and SAM BRAMSON

**UNCLE NICK'S RADIO KINDER-
GARTEN**
Variety Show
45 Mins.
The **COMMERCIAL**
WVMA, New York

Uncle Nick, not the benign
Uncle Don type. Nick is a gruff,
homey voice belonging to the radio
editor of the N. Y. 'Daily Mirror',
Nick Kenny, being an
other commentator, Kenny is a pro-
ficient broadcaster. He runs benefits,
Radio Scandals, Kindergarten Re-
views and the like at divers times
and over divers stations.

This is a 45-minute Sunday noon-
day frolic from 12:15-1 p. m. It
bucks a flock of other kid shows.
On the heels of the very good
WABC Horn & Hardart program
and is almost coincidental with
Baby Rose-Marie and Little Marilyn
Mack's vocal stunts. On quality,
Uncle Nick's charges are eclipsed
by the well-organized H&H hour
and the two solo starlets. But that's
to be expected.

For pop appeal however Kenny
has a fairly good quota of precocious
boop-a-doo songs, comics, and
instrumentals. It's a sort of
free-for-all marathon of mommas'
prides and joys getting their talents
off their tongue. That should in-
sure a good quota for the juvenile
listening audience in itself.

That's probably why E. Haines
Surgeon Dentist, Inc., chain salu-
taries, has chosen the juvenile
adults. It's a cut-rate, catering-to-
the-poor trio of molar parlors—ad-
dresses given in detail a couple of
times. The program is a good deal
in attention as bait for adult appeal.
That's good formula generally for
all kid shows. If the adolescents
keep their dial open, the adults must
necessarily listen. And since it's
been general experience that the
kids like the radio to go full blast,
the elders can't help but absorb the
sales' spiel.

Kenny doesn't do the commercial
talk. That's the chore of the
WVMA announcer—now announced
as the Federal Broadcasting Corp.
since the new regime in the Donald
Flamm station—but Kenny also has
a fan mail puller via a prize award
for the most mail. The winner of
last Sunday's frolic, when intro-
duced for his Irish medley, didn't
evidence any particular genius for
dopping talent awards. That's about
the size of the talent in general but
it's something for Uncle Nick to
kill time with, anyway. Abel.

ROYAL GELATINE
Bert Lahr, George Olsen, Joe Mor-
rison
Comedy Band, Songs
COMMERCIAL
WEAF, New York

Bert Lahr moved last week into
the Wednesday night niche of the
Standard Brands air circuit, re-
placing Fannie Brice, whose run
had gone better than 30 weeks.
Standard Brands figures on keeping
him with the Royal Gelatine spasm
for at least 13 weeks. Transplanted
from the Chase & Sanborn coffee
show along with Lahr are a couple
stooges that have worked with both
Lahr and Eddie Cantor on the Sun-
day night affair.

What this half hour projects in
the way of material runs true to
the J. Walter Thompson mold.
Here's one agency whose mode of
either presentation has become as
stylized and cut to pattern as its
Fleischman's yeast and Chase &
Sanborn coffee newprint and
magazine ads.

For his unrolling on the gelatine
session Lahr ground out an unusu-
ally funny performance. Continuity
had him on for two interludes, and
although the gags were easily rec-
ognizable, each bit was carried out
with all the sure-handed contriv-
ances that make for consistent gig-
gling on the loud-speaker end.
Lahr's forte as an air comic is one
it depending entirely on situation.
His is a hooligan personality that he
has fetched attention. Both these
angles were effectively played up
and projected on this occasion.
George Olsen's aggregation has
been retained as the stanza's musi-
cal bulwark. It constitutes one side
of the picture that the commercial
combo made its entry on the pro-
gram along with Fannie Brice.
With Joe Morrison there to warble
the refrains, the pulling power of
the Olsen tenancy "has become
stronger than ever." Ode.

TOM TERRIS AUDITIONED
Tom Terris last week gave Palmolive
an audition of one of his
travelogs, billed as 'The Quest of
a Beautiful Woman.'
If accepted it will be plotted for
a single evening a week with nar-
rative given interludes of drama
and music.

NONE-SUCH MINCE MEAT
With Leo Reisman, Yacht Club
Boys, Vivien Ruth
COMMERCIAL
WEAF, New York

Borden's sponsors these entertain-
ers with a view to putting over their
jars of prepared mince meat now
that Halloween, Thanksgiving and
the Yuletide are looming and the
harvest moon is mooning. If the
mince meat is as tasty as Frere
Reisman's music it seems that sales
will achieve a record. The burden
of the program, although the
song and is not by any means
negligible.

Announcer, unmentioned, has a
good mince meat voice. He is not
one of those Oxford professors
that talk about cigarettes and auto-
mobiles, but a bona fide radio
kind of a guy that wouldn't flinch
before the fear of nightmares when
presented with a quarter-section of
a mince pie. That, of course, is a
mental picture put together on veal
evidence only.

After all, in a commercial sense
the only purpose of having Reisman,
the Yachtclub and Miss Ruth, is to
get an audience so that a lover of
virtuals can go poetic. That this
spile succeeds in making his lis-
teners susceptible-minded is a beau-
tiful testimonial to the program's
probable effectiveness in moving
those jars off grocers' shelves.
The Yachtclub and Miss Ruth, as it
is, are an orchestra and song interlude
and there is little exceptional in
that. There are dozens of com-
parable radio programs. As it
happens, Reisman and his abettors
put together a good all-around en-
tertainment and upon that the au-
dience magnetism is predicated.
Land.

UNIT BATH REVUE
With Julius Tannen, Ted Husing,
Jane Froman, Vagabond Glee
Club, Nino Martini, Harry Breuer,
and Miss Orchin.
Variety Show
60 Mins.
COMMERCIAL
WABC, New York

Not a strong air show. Has a lot
of talent, running a full hour, but
somehow doesn't jell or stand up
on a par with the pretentiousness of
its purpose. The basic work
about every full hour show which
calls on every resource to make it
maintain even keel and arresting
pace.

Considering the basically worthy
components this could and should
be remedied. No disputing the
worthiness of the sundry talents—
Husing's announced Tannen
comedy, Miss Froman's singing,
Martini's ditto, Breuer's xylo solo
hammering and Ed Smalle's Vaga-
bond Glee Club's ensemble vocaliz-
ing. But, as paced and presented,
it's just another succession of spe-
cialties.

Radio has now progressed to the
stage where that type of show takes
broadcasting back to its novitiate
stages. Radio has experienced too
much skillful showmanship and
sophisticated presentation in re-
cent months to make that type of
a show compare favorably with
what's now regarded as a high-
grade standard.

On its sundry components, much
attention has been devoted. For
example, the Friml medley and 'Big
Bad Wolf' orchestrations are un-
usually original vocal productions.
Nino Martini, the Met opera's
youngest tenor, the fetching Miss
Frohman and the rest likewise more
the adequately bolster the solo
opportunities, but the sum total
lacks. Abel.

Joe Candullo orchestra to the
Club Plantation, Buffalo, booked by
Jack Bertell.

Boake Carter's slick splicing of
Philco advertising into the stream
of his news comment reminds the
best type of individual selling on
the air. Only a handful of enter-
tainers, such as Ed McConnell,
Charley Hamp, Ed Wynne, Fred Allen,
succeed in taking the course of
the sales message. Possibly because
only a very few advertisers have
one-half of 1% of detachment where
their own program is concerned and
will allow the commercial to be
sugar-coated.

Carter drifts imperceptibly into
mention of the Philco radio. No
over-stressing, no absolute claims,
just matter-of-fact comment that
leaves its imprint without arousing
resistance.

Lum and Abner is a well-written
serial, with more material than
script-writers habitually pack into
a single episode. There were sev-
eral good laughs Thursday (5) in
the Critchfield agency have framed
of intelligent attention goes into these
programs.

Ford dealers continue to tout their
bums while Henry Ford himself
holds to his notions on advertising,
which are as eccentric as his no-
tions on history and the NRA. In
running counter to the manu-
facturer and launching their own ag-
gressive advertising campaign to
meet General Motors and other com-
petition the Ford dealers through
the Critchfield agency have framed
and put over a nifty script enter-
tainment.

Raymond Knight's Wheatonville
serial started Thursday (5) with the
town crier proclaiming that it was
7:15 p.m. and all was well in Wheat-
onville. Then the story devolved in
15 minutes to sobbing, hand-wringing
and moaning heartbreak. For Billy
Bacheler, the model editor of the
model newspaper in the model town
of Wheatonville, a brick wall had
fallen on him. Program was one long vigil as all
of the pals of the hero spent their
time in front of a brick wall and
hospitalizing the victim. In the end,
Billy groaned and came to and it
was announced that he would live.
Only radio fans utterly devoted to
the characters and the story or mor-
bid by nature would suffer through
such a melancholy 15 minutes.

John B. Kennedy of Collier's is a
once-weekly interpreter of events,
but also one of the most convincing
of the airline editorializers. His
comment is more thoughtful and less
alarmist than some of his contem-
poraries.

Last week he was frankly partisan
for Roosevelt and the NRA.

General Mills after the older boys
and girls with 'Jack Morrison, All-
American Boy' (WABC) has the
suever ring that's typical of an
fantastic race for a fortune of dia-
monds frozen into a cake of ice.
Morrison does this chore on the side
when not winning football games
for dear old Hudson High.

Oddly enough, the staccato dialog
is strongly suggestive of that in
'Skippy', even the delivery. It
doesn't ring true as typical of an
modern school kids but is probably
intended to reach those age levels
looking ahead to, dreaming about,
and dreading high school. Of re-
sourceful nobility Jack Morrison
and his cronies have considerably
more than the three Rover Boys in
their most exalted moments.

From a trade angle, Jack Benny
has been telling his agents and his
agents have been telling bookers
that the comedian will not accept
any stage work until his new Chev-

Ether Slants

rolet series on Sundays at 10-10:30
p.m., EST, via WEAF-NBC is sat-
isfactory. After listening to
Benny's first two air shows the wis-
dom of this caution is very appar-
ent.

It evidences an unusual applica-
tion of the microphone to his major
chorus, the microphone medium
which has done so much to advance
him in the public eye and elevate
his value as a stage attraction; and
further evidences a canny concep-
tion of what it's all about which
many another radio satellite might
well emulate.

New Chev series certainly proves
how much Benny is benefiting from
these opportunities. It's also a bou-
quet in the direction of his sponsors
for the script and general manner
of good natured presentation packs
everything. Most important is the
well-conceived kidding manner of
sales delivery, striking a new high
in humorous exploitation and like-
wise a new evolution of that style
of plugging.

Announcer Alois Havrilla rings in
a comedy ad plug that commands
good-humored respect for its gen-
eral ingenuity. Along with that,
Benny's series of travelogues on cur-
rent plays or pictures permits for a
world of latitude. 'Supper at 815'
brings in a punning play on the
Metropolitan's names, a pseudo-Zasu
Pitts slay—and a flock of plugs
for Chevrolet.

Ben Bernie availed himself of his
last broadcast from CHI for the good
old Alma Malta (Blue Ribbon Malt)
to plug his RKO midwest vaudeville
itinerary and also his kid brother,
Dave Bernie, currently at the Hotel
Sinton, Cincinnati, whom the id
maestro expects to see when play-
ing that city.

Not only did he route his dates
and theatres but Bernie got in full
'Emote' for the first time. The id
idea that the theatre turn-out will
be evidence of how the boys and
girls throughout the land have been
reacting to his lads. Ironically
Bernie's record-label (Columbia)
now bills the orchestra as 'All the
Lads,' his other identification.

THE
**SIZZ-
LERS**

"Those Sizzling Sizzlers" have the
best arrangement of "The Last
Roundup" that I've ever heard. It
is the work of their pianist (Henry
B. Lloyd)—**NORMAL SIEGEL**,
Cleveland Press.

Personal Direction CHARLES A. BAYNA

**JOHN
FOGARTY**

Jack Frost Sugar Hour
NBC Network
Valencia, Jamaica, New
Personal Direction
James F. Gillespie
1560 B'way, N. Y.

**LEON
BELASCO**

OLDSMOBILE
10:30 Tues. and Thurs.
WABC
Tues. and Fri., 10 to 12:00
NIGHTLY
MORITZ HOTEL, NEW YORK
Sole Direction **HERMAN BERNIE**
1619 Broadway, New York

SID LANG
AND
HIS ROYALE SYNCOPIATORS
NOW-CLUB ROYALE
—CHICAGO—

Joe Parsons
Radio's Low Value
AS 'EDELWEISS JOE'
Mon.-Wed.-Fri., 10:15 P.M., WMAQ
SINCLAIR MINSTREL
very Mon., 8 P.M., N.B.C.
CHICAGO

Inside Stuff—Radio

imbels, New York, department store in what it terms a 'Near Century
of Progress', has currently on exhibition a collection of equipment and
photos showing the development of broadcasting for the past 10 years.
Both NBC and Columbia have contributed to the exhibit. Most curious
of the things on view are the mikes and the control room layouts they
used in those days.

For the debut of the Angelo Patri show on CBS last Sunday (8) J.
Walter Thompson invited for Cream of Wheat as guests various of-
ficials of child study associations and the eds of parent and child wel-
fare mags. Following the dramatic treatment for all were asked to write their
opinions on the program and suggestions as to how its presentation of
kid problems could be improved.

Recently set up in business as a radio program consultant, Clayton
Irwin is adopting an unusual tactic with talent. All actors must know
their parts and not read from a script. That's nothing but laziness on
the actor's end, Irwin holds.

Irwin, who came from dramatic stock, promoted radio expositions for
several years. As an old stage director accustomed to quick study he
nood-pools the notion that radio actors can't be up in their lines.
Better acting when the mind is free from the distraction of following
one printed page will result in Irwin's opinion from the general adop-
tion of his theory.

VARIETY has received an inquiry from a 250-watt regional station ask-
ing for information as to how to sell a radio station. This brings up the
question that there is apparently no regular channel through which
buyer and seller can contact each other on radio stations.

Radio Exploitation

(In this Department 'Variety' will collate each week news items of possible value to Radio Stations on the merchandising and Special stunts of all kinds where these items being turned in by 'Variety' staff men and not written by the station.)

Lawyers As Actors

Milwaukee.
Station WTMJ achieved a wide audience and much listener prestige by the manner of presenting two serials, 'The Trial of Vivian Ware' and 'The Trial of Dolores Divine'. Station got prominent local citizens to impersonate characters in the scripts. Thus District Attorney William Zabel played the D.A. in the story. Judge Thaddeus Pruss had no trouble impersonating a judge and the defense attorney was easy for Barrister Oscar Nebel, Larry Lawrence, a reporter on the Milwaukee 'Journal', carried on a regular news comment on the imaginary trials.

Public was cast as

Lariats and Pop

New York.
Ralston's Purina will attempt one of the biggest merchandising follow-ups on a radio program yet launched. In connection with their Tom Mix program (NBC) for kids elaborate counter and window displays for grocery stores have been prepared.

Giveaways for the youngsters include such envy-inducing possessions as lariats, wooden guns, and fancy badges qualifying young America to take on the dignity befitting a duly attested ranger.

Beyond the excitement calculated to follow among the kids themselves Ralston's looks cannily forward to a terrific pressure on man-mas and papas which in turn will be felt by John the Grocerman in a big way.

Shoelather Ballyhoo

Chicago.
Borrowing a page from the cinema parlors long since addicted to any and all variations of the shoeleather man, the Black and Blue Detective programs (Wax) have been exploited in the crowded downtown streets by two stooges. One is Sherlock Holmes and the other Dr. Watson and garbed in the distinctive haberdashery of London in the 1880's, Sherlock Holmes carries a magnifying glass and is apparently

out sleuthing. His outlandish rig plus the glass stops traffic.
Pinned to the backs of Mr. Holmes and Dr. Watson is a printed sign. In Station TDQ at 7:30 Tonight.

Id Gold

New York.
Old Gold remains steadfastly in favor of window cards. They obtain a wide distribution through tobacco and drug stores, stationers, etc. This is one reason Old Gold likes to change its radio headlines every four or five weeks as thereby they are able to slip in new faces and remind the public of Old Gold's through constantly changing personalities.

New Exploiter

Pittsburgh.
Helen Dayle (Solomon) has just been named head of Special Promotion Activities at station WWSW. Appointment came, following her recent return from New York where for two weeks she visited chains, agencies and special radio advisors. Miss Dayle has been connected with WWSW for various capacities since its inception in May, 1931, and of late has concentrated publicity. Her press duties have been taken over by Laura Walters.

Heart Talks

Lincoln, Neb., Oct. 9.
KFAB is going to town with an old newspaper idea. Billing a gal as Catherine Stone, they've started a quarter hour daily conducted like the 'advice and lovelorn' columns of the press. Started two weeks ago and already the mail daily has become too big to handle. Started off with some harrowing, sexy letters which excited immediate listening interest. Period is spotted right in the resting time for womenfolk about midway between the luncheon and dinner hours.

Report is that she's a former newspaperwoman who used to do the same sort of thing for print. Her name, as part of the stunt, is kept secret and she comes to the studio and leaves heavily veiled.

NAB Convention

(Continued from page 31)

geies. Another board member, whose status likely to be questioned, is Donald Plamm, but indications are his inclusion will be sustained on Plamm's explanation that take-over of WMCA by Wall street group was merely leasing proposition and that he still stations owner and license holder.

Other Important Issues being prepared by committee steers for stiling during course night which will run through Wednesday night are broadcast industry's code as far as its been reshaped in Washington and the continuance of the fight against the American Society of Composers, Authors and Publishers.

Only angle about code as revised to date which is expected to bring on controversy when this item comes up Wednesday morning is matter of working hours for studio and transmitter technicians. Code committee split on question of maximum hours for this class and decided to leave decision whether basic level be 48 or 40 to vote of convention. Gathering will also be called to okay minimum technician salaries as agreed by code committee, which are \$40 weekly for clear channel stations, \$30 for regional, and \$20 local.

Convention will be told code as stands does not attempt set up curbs to all chiseling practices prevailing in business of time selling and code committee will entertain any suggestions as to what shall be considered standardized or legitimate commissions to station reps and advertising agencies.

John W. Guider, special counsel of code committee, will also report

NRA administration has tentatively agreed to establishment of temporary code administrative board covering ninety-day period with understanding this committee will proceed with completion of trade constitution. Administrative board chosen and which Sol Rosenblatt is expected to okay consists of John Shepherd, 3rd Yankee network as head; Edward Nockels, WCFL, Chicago; Alfred J. McCoskey, WOR, Newark; Frank Russell, NBC vice-president, Washington; Henry A. Bellows, CBS vice-president, Washington; Iz Buckwalder, Lancaster, Pa.; John Elmer, WCBM, Baltimore; and Emil Denmark, WEDC, Chicago. Last designated by Nockels as his labor confere on the board.

In attendance at the convention was Margaret Jessup, time buyer for the McCann-Erickson agency, with a proposal that the stations get together on uniform rate governing discounts when the number of broadcasts a year exceeded 100. As things now stand every outlet has its own scale of discounts, with some stopping at 25% no matter the number of times used by an advertiser, while other station rate cards run the scale up to 300 broadcasts and offer as high as 40% in discounts. In the case of NBC and Columbia tie maximum discount allowed an account; regardless of number of broadcasts above 300 used during the course of a year, is 25%.

Outstanding Programs

(Continued from page 36)

John and Ned, harmony team, KPO, 1:45-2 p.m., Mon. to Fri.
Langendorf Pictorial, KGO, 3-3:15 p.m., daily except Sat. and Sun. Air column by and with Ruth Hughes, (Langendorf Bakery) (J. Walter Thompson).

Hodge Dodge Lodge, KFRC, 4:15-4:45 p.m., Mon., Wed., Fri. Comedy lodge meeting by and with Jennie Parker.

Wheatenaville, KGO, 5:30-5:45 p.m., daily except Sun. and Thurs. Dramatic sketch, with Tom Hutchinson, Harold Peary, and others. (Wheatena) (McKee & Albright).

Little Orphan Annie, KGO, 5:45 p.m., daily except Sun. and Thurs. Childhood play, (Oraville) (Blackett, Sample, Hummer).

SUNDAY (OCT. 15)

Gunnar Johansen, KGO, 6-6:30 p.m., concert pianist.
Do You Believe In Ghosts? KGO, 9-9:15 p.m., dramatic narrative by Harold Burdick, also with (S. & W. Coffee) (W. Vincent Leahy).

MONDAY (OCT. 16)

Shell Oil Show, KFRC, 8-9 p.m., variety show. Shell Oil Co. (J. Walter Thompson). Second hour, Tue. Monday Jamboe.
Stars of West, KGO, 8:30-9 p.m., musical show with Mary Wood, Irving Kennedy, Acme Quartet, Emil Pook and Meredith Willson's Orch. (Acme Beer) (Emil Brischer).

Tim & Irene's Show, KGO, 9:45-10 p.m., with Tim Ryan and Irene Noble, Knickerbocker Quartet, Grace Frank and Gertrude Lyne. (Hum-boldt Beer) (Botsford, Constantine, Gardner).

TUESDAY (OCT. 17)

Memory Lane, KGO, 8:15-8:45 p.m., drama by and with Ted McCann, Billy Page, Eileen Piggott. (General Petroleum) (Smith & Drumm).

WEDNESDAY (OCT. 18)

Souvenirs of Italy, KYA, 8-9 p.m., Native musical program, sponsored by local Italian firms.
One Man's Family, KGO, 8:30-9 p.m., Drama by Carlton E. Morse. (Wesson Oil) (Fitzgerald, New Orleans).

Waltz Time, KPO, 9:30-10 p.m., Ben Klassen, tenor, with Meredith Wilson Orch.

THURSDAY (OCT. 19)

Standard Symphony Hour, KGO, 8:15-9:15 p.m., Alfred Hertz, conducting. (Standard Oil) (McCann Erickson).

Borden Capers, KTLB, 7-9 p.m., variety show. (Borden Mill) (McCann-Erickson).

IDA-Y (OCT. 20)

Feminine Fancies, KFRC, 3-4 p.m., Woman's hour, m.c'd by Ed Fitzgerald, Claude Sweeten's orch, guest vocalists.

Edna Peabody, KGO, 7:30-8 p.m., Entertainer with orch. and guest vocalist. (Safeway Stores) (Botsford, Constantine, Gardner).

SATURDAY (OCT. 21)

Carefree Carnival, KPO, 8:30-9:30 p.m., Variety show, with Tim Ryan and Irene Noble, Tommy Harris, Mary Wood, Irving Kennedy, Doric Quartet, Ned Tollinger, Cynthia, Meredith Willson's Orch., Marshall Mavericks.

New Business

NEW YORK

Robert's Beauty Salon, 13 Wednesday morning programs with a string trio and Jean Colovret doing the beauty spiel. WJZ.

CHARLOTTE, N.

Pennzell Co., 16 five-minute transmissions, Mon., Wed. and Fri. evenings. Placed by Ruthrauff & Ryan, Inc. WBT.

Dodge Motor Car Co., 13 five-minute transmissions, Mon., Wed., Fri. evenings. Placed by Ruthrauff & Ryan, Inc. WBT.

Knox Co., 13 five-minute recordings, 'Newspaper Adventures', Sunday matinees, starting Oct. 15. Placed by Dillon & Kirk, Kansas City. WBT.

Montgomery Ward Co., 13 five-minute talks Friday a.m., beginning Nov. 3. Through Neisser-Myerhoff, Inc., Chicago. WBT.

Prophylactic Brush Co., 11 five-minute disks, three each a.m., matinee and evening, Mon., Wed. and Fri. Placed by Dillon & Kirk, Kansas City. WBT.

Procter & Gamble, second series of Oxydol five-minute recordings. Through World Broadcasting System, WKA.

B. F. Goodrich Rubber Co., 11 five-minute disks, three each a.m., matinee and evening, Mon., Wed. and Fri. Placed by Ruthrauff & Ryan, Inc. WBT.

Association of American Soap & Glycerine Producers, 80 announcements tied to weather reports, afternoon and evenings, starting Oct. 22. Through Newell-Emmett Co. WBT.

Rumford Baking Co., 52 quarter-hour recordings, Mon. and Thurs. mornings, starting Oct. 26. Placed by Scott-Howe-Bowen. WBT.

SEATTLE

Stokerette, Inc., 'Twilight Melodies', 13 five-minute recordings, starting Oct. 15, 15 minutes daily except Sunday, starting Oct. 5 over KXA.

Blue Diamond Coal Co., 15-minute morning record programs, starting Oct. 5.

Theronoid, 15-minute health talk, daily except Sunday, starting Oct. 4. KXA.

General Mills, Inc., five-minute disc plugging 'Wheat Hearts' each evening from Oct. 4 to Oct. 17. KOL.

F. S. Lang, series of 100-word announcements running daily except Sunday during the month of October over KOL.

Triangle Paint Co., series of 26 120-word announcements; to be given three times weekly over KJR. Started Oct. 2.

Western Dairy Products, series of 35-word announcements over KOMO and 150-word announcements over KJR plugging Sunfree ice cream, to be given within two months.

Quindquist-Lilly Co. (clothing), two 15-minute programs each evening, one on KOMO and the other on KJR, starting Oct. 10, to run indefinitely.

LOS ANGELES

Old Mission Tablets, KNX, Tues. and Weds., 6:30-6:45, King's Cowboys, ranch singers.

Admiral, 'The Opera of the Air', KFAC and KPWB, rebroadcast from KNX, Wednesday, 8-9 p.m., eight times. (Lord & Thomas).

Robison Brothers Co., KFAC, Tues. and Thurs., 7:15-7:30 p.m. Congo Bartlett, songs and chatter, 13 weeks. (Graham Hughes).

Sunfield-Bi. Roy Roofing Co., KFAC, Mon. and Weds., 6:15-6:30 p.m., Van Fleming, comic, three monts. (Charles Mount).

Forest Lawn Cemetery, KFAC, Tues. and Thurs., 9:15-9:30 p.m., Robert McNamara, singer; Mary Edith Smith, harpist; one month. (Dan B. Miner).

Remington-Rand, KFWE, 5:30 to 5:45 p.m., Tues. and Fri., 'Purdy Brothers', discs. (Batten, Barton, Durstine & Osborn).

Golden State Creamery, KFWE, 14 announcements daily.

General Mills Co., Gaffers and Sotter, Canine Dog Food Co., KNX, announcements on the Bill Sharpley daily two-hour breakfast show.

HARTFORD

Dodge Brothers Motor Car, WTIC, three announcements per week for 13 weeks. Placed by Ruthrauff & Ryan.

Industrial Alcohol Institute, 70 announcements, one a day for 10 weeks with renewal extending throughout the winter. Time and weather reports. Placed by Newell-Emmett & Co. WTIC.

PITTSBURGH

Ayer Co., four evening spot announcements per week for 26 weeks. Agency, Broadcast Advertising, Inc. KDKA.

Dodge Motor Car Co., 5-minute transmissions three times per week for 13 weeks. Agency, Ruthrauff & Ryan, Inc. KDKA.

Gimbels, daily participation in style and shopping programs; one-half hour music and drama show. Placed direct, KDKA.

Commercial Music Co., two announcements and four participations in daily Home Forum programs. Agency, Karl Behr. KDNA.

ball shows twice weekly in afternoon and once in evening. Placed direct, WJAS.

Jaret Shampoo, vocal trio, once weekly, with talk by Dorothy Darling, stylist. WJAS.

DENVER

Cystex will sponsor 'Newspaper Adventures', a 15-min. trans. for months, KJLZ.

Following spot announcements have been signed by KJLZ: Prophylactic, Beechnut, Dodge Cars, Colorado Reo Co., Denver Jewelry Co., Morton Dress Shop, Cobb's Dress Shop, and Amters' ready to wear.

CINCINNATI

Chesapeake & Ohio Railway, WCKY, Covington, Ky., opposite Cincy, with electrical transmissions advertising its crack air-conditioned train, The Sportsman, between Cincinnati and Washington, D. C. Contract for year.

PORTLAND, ORE.

F. A. Cook Motor Service Co., KEX for news flashes daily for one year. **Nick's Floral House**, KGW, 15 min. Sunday afternoon periods. Contract for nine months. Program a series of dialog dramatic sketches.

FORT WAYNE

Goodrich Tire Co., 8:15 p.m., Mon., Wed., Thurs. Musical novelties, WOWO.

Prophylactic Toothbrush, Mon., Wed., Fri. at 8 p.m. Contesta, WOWO.

GARBER IN TRIANON

Chicago, Oct. 9.

Jan Garber comes into the Karzas southside Trianon ballroom for a run starting Oct. 28. Barrie Cumming takes the exit after having held the Trianon spot for about 18 months.

Understood that Cummins is now negotiating with the Hotel New Yorker for the winter season.


ROY FOX BAND
KIT-CAT LONDON
B.B.C. NETWORK

PAUL WHITEMAN Presents
RAMONA
N. B. C. Network
KRAFT-PHENIX PROGRAM
WEAF
Thursday 10 P. M.
VICTOR RECORDS

RUBY NORTON
JACK CURTIS
CURTIS and ALLEN
Palace Theatre Bldg. New York

THE GREEK AMBASSADOR OF GOD WILL
GEORGE GIVOT
Metro-Goldwyn-Mayer's
"HOLLYWOOD PARTY"
NOW IN PRODUCTION
Sole Direction
HERMAN BERNIE
1019 Broadway, New York

JACK BENNY
WEAF
10-10:30 P. M.
EVERY SUNDAY
CHEVROLET PROGRAM

WABC-CBS
SAT. 7:15 P. M.
SUN. 10:30 P. M.

MILDRED BAILEY
AND HER
"ROCKING CHAIR"

TIM and IRENE
RYAN and NOBLETTE
Brown Derby and Humble Beer
Mon. and Fri. 9:45 P. M., FST, KGO Network
Carefree Carnival, Tues., 9 p.m., KFRC
NBC SAN FRANCISCO

We are happy to announce the engagement of our orchestra for WBBM and the Columbia Broadcasting System—Wrigley Bldg., Chicago
OPENED OCTOBER 9, 1933
CLARENCE E. WHEELER, Director
EDDIE COPELAND, Assistant Director
Thanks to LESLIE ATLESS and WALTER PRESTON

STUDIO SONG SWIPING

Quarterly Bonus for Hit Writers; ASCAP Pacifying Youngsters

To satisfy the younger members who have been squawking about being discriminated against in favor of the oldtime songsmiths the writer faction on the directorate of the American Society of Composers, Authors and Publishers have decided to give bonuses. For the purpose it has been agreed to set aside from the writers' share of the ASCAP collections each quarter \$12,500 with the coin to be split up among the writers of the first 10 hit numbers for that 90-day period.

What constitutes the first 10 songs will be determined by the number of air plugs received during the quarter from the leading stations in New York and Chicago. Publisher members of the Society declare that the plan is okay with them because the yardstick used will stimulate the writers in getting out and obtaining their own performance placements. Extra royalty splits for the writer class, which goes into effect immediately, is the first thing of its kind adopted by the Society.

Writer members of the board figure that the bonus plan is the easiest way out of the dilemma which has been forced on them by the younger hit confectors in recent months. Charge here has been that the board has been delinquent in boosting the classification of the newer element because of a desire to maintain the high standing of the veteran members or the hit writers of yesteryear.

5-MASTED SCHOONER IS TROY, N. Y., NITERY

Troy, N. Y., Oct. 9.
Larry Funk's band has succeeded Mal Hallett's orchestra on the Paradise Ship, floating night club at Troy.

Prices aboard Paradise, a five-masted schooner, which once sailed the seas as The City of Portland, have been reduced to 50 cents for luncheon dance, 85 cents for a table d'hôte, and \$1 for a supper dance, from 10 p.m. to closing.

Color Scheme Worries

Chicago, Oct. 9.
Executive committee on uniforms for the local Federation of Musicians went into its first huddle last week to decide a new color scheme for musical outfits. Idea is that the present uniform is too drab and colorless. This decision was reached after a few weeks of World's Fair guide outfits and American Legion paraders. Want something that will be spotted a couple of miles away.
Committee sitting up nights on this question takes in Armin Hand, former vaude house band conductor, Jack Bramhall, Joe Levitt, Carl Schulte and Walter Schmi.

Radio Rogues Waxed

First act of the air star impersonating category to be given a phonograph waxing is the Radio Rogues. Brunswick is the catalog to which the trio has been added.
Act, which has been playing around vaudeville, caught the attention of the recording company through a bit it did in Bing Crosby's latest for Paramount, 'Hollywood Party.' Threesome's initial disk goes on next month's release list.

ETTING NOW BRUNSWICK

Ruth Etting has returned to the Brunswick fold. Contract gives the phonograph company exclusive call on her recordings for a minimum of one year.
Warbler for years has been on the Columbia Phonograph list, but before that she turned 'em out for one of the Brunswick catalogues.

Short or Anderson Stage Reincarnated Palais

Hassard Short or John Murray Anderson will stage the class show designed for the rechristened Palais Royal when it reopens Nov. 1. Sam Salvin, of the original Salvin-Jimmy Thompson interests which operated the class Palais Royal before it went chownelneary as the Palais D'Or, will personally manage.

Ben Marden will operate and Emil Coleman's orchestra is set. A covert of \$2 and \$3 will obtain in view of the intended limited patronage.

Those Royalty Checks Will Look Nicer

Royalty checks distributed by the American Society of Composers, Authors and Publishers for the third 1933 quarter will be somewhat better than those of the previous split-up. Divvy on this occasion comes to around \$450,000, or \$60,000 over the sum collected for the April to June, inclusive, stretch. Drafts covering individual shares are due to go out to the writer and publisher membership either today or tomorrow (11). It will be the largest gross handout ever made by the society.

With a special class AAA to consider for the first time in ASCAP history and also the two additional double A rankings (Robbins and Witmark) voted by the classification board at the last meeting, the entire splitting up method according to percentage is due this time for a general revision. Even with the society's take increase for the past three months the class A group, for instance, may find their checks this time showing a very slight margin over the second quarter's share.

Increase for the past three months has been largely due both to reopened theatres and broadcasters paying up their sustaining fees and the commercial taxes which had accumulated through the summer.

Frisco Musikers Work

San Francisco, Oct. 9.
Musicians' Union, Local 6, is all smiles over the employment record of the past month when nearly 100 men went into permanent jobs. Fox with 15 and Orpheum with 12 men, Warfield with three extras constitutes the new theatre jobs.

Three new dance jobs have already opened up, with a four scheduled for this month. They include the Palace hotel with Tom Coakley, the Edgewater Beach club (formerly Tai's) with Grif Williams, and the Athens Club, Oakland, with Red Plummer. State Hof Brau estate lights up shortly with Jimmy Davis.

Tom Gerun's band of all local men returns to the Bal Tabarin cafe Oct. 24, succeeding Kay Kyser, who heads for southern California and some one-night stuff. Gerun is part owner with Frank Martincelli of the Bal Tab.

Will King plans a dine and dance spot in the basement of the warfield building in the present location of KYA. He'll use a band, too.

With prohibition repeal just around the corner, a flock of other spots are being contemplated, most with dancing.

CHARGE XX BY PIC MUSIKERS

Lots That Write Around
Standard Tunes Rather
Than Pay Fees Will Be
Assessed Heavily in Future

CAUGHT IN MIDDLE

Hollywood, Oct. 9.
Chargin that certain film studios are dodging music license fees by writing in own music, which just ski... they really want, and that in some i... where foreign selections must be purchased, the original copyright holder is approached, rather than the American agent, Edward B. Marks Music Co., will in the future favor studio music departments that consistently live up to an ethical standard.

For the past three weeks, William Weiman, sales manager of Marks, has been here huddling with studio musical heads and has emerged with the declaration that top prices will be charged those studios which have been doing the alleged double-dealing.

Marks, along with the other pubs, has been accepting fees either the same as or lower than the former scale on numbers controlled, but in the future Marks is going to charge whatever it pleases for tunes in its catalog, which includes a large number of foreign lists, studios being assessed in proportion to the number of songs they use.

"Some studios are willing to spend any amount of money for musical sequences, musicians, scoring and talent, but try to chisel down on the royalty for the music that is the basis for the entire scene," Weiman said.

Upped \$400?

In one instance a studio offered \$50 for the use of a Marks-controlled number of Mexican origin. Since the film company had been writing around songs owned by the publisher in order to escape fees, a \$250 charge was set.

Then the studio wired to the original copyright owner in Mexico City, who had turned the place over to Marks. On instructions from the latter, the Mexican firm asked \$500. Studio then resumed negotiations with Marks, offering to pay the \$250.

In the meantime it was learned that the song had already been recorded in a picture before the necessary clearance had been effected and the price went up to \$1,000.

Weiman left for New York middle of last week.

Denny Band in Loop

For Opera Club Job

Chicago, Oct. 9.
Jack Denny orchestra is expected to open the new Opera Club on Nov. 5. Originally planned for Vincent Lopez, but that deal cold with Lopez outfit now at the Chez Paree. Will make the first time Denny has appeared in Chicago. Nitery will use acts but no line of girls.

Ben Blue at Vanity

Ben Blue, with five stooges, including Shep Howard, w.k. among 'em, goes into the Club Vanity Fair, N. Y., tomorrow night (Wednesday) for a minimum of 10 weeks, succeeding Milton Berle, opening attraction at Benny Clinton-Sammy Ledner's nitery.

Under contract to Warner Bros. for shorts, Blue plays the night engagement as well as vaudeville between. He goes into the Palace, N. Y., for a week Friday (13). Joe Rivkin is piloting Blue in all three directions.

Jewish Composer Discrimination a Factor in ASCAP Pact with Nazis

Crediting Best Sellers

San Francisco, Oct.
Variety's list of 10 best song sellers will come in for a weekly plug through KPO (NBC) which this week begins a weekly half hour with Meredith Willson's orchestra and singers.

Broadcast will use VARIETY's list and credit it as compiling the 10 best sellers of the week, on the basis that if VARIETY says those 10 are the most popular throughout the country, the public must be hot for those particular tunes.

Approval of the new agreement with the German performing rights society got by the board of directors of the American Society of Composers, Authors and Publishers by a thin majority last week. Argument on the measure was long and bitter with the line of battle drawn strictly by the Jewish members of the board. Several of the directors assumed an attitude of neutrality and declared that they were willing to abide by the vote of the others.

Contract with the German signatures had been received here some time ago but ASCAP action on it had been deferred pending the development of the Nazi situation. When the matter was brought up last week the chief opposition to entering into any business dealings with Germany was voiced by Bobby Crawford, from the publisher ranks, and Irving Caesar, representative of the writer contingent. Crawford and Caesar contended that as long as the Nazi powers barred the performances of compositions created by those of Jewish descent it was up to the American Society to refuse any reciprocal arrangement with that country.

Unfair to Others

Main line of argument opposed to this viewpoint was that, though the German situation was to be condemned, it would not be fair to penalize the Gentile members of the American Society by depriving them of royalties from German sources. When the issue finally came to a vote those in favor of approval had but a single vote to spare.

MUSIC CODE OCT. 17 BEFORE ROSENBLATT

Official announcement from the NTA administration sets the hearing on the music industry's code for Oct. 17 with the place Room I of the Chamber of Commerce building, Washington, and the time 10 a.m. Irvin A. Edelmann, general counsel for the National Association of Sheet Music Wholesalers, announced Saturday (?) a report that W. Grant Edge had stepped out as president of the jobbers organization.

Edge, declared Edelmann, is currently engaged in working with the lawyer on the data and general line of argument that will be presented to Sen. Rosenblatt, deputy NRA administrator, as the jobbers' case against the music code as it now stands.

Young Shows 'Em How

Chicago, Oct. 9.
Ernie Young likely to continue his Manhattan Garden cafe elsewhere in town following his click with the Oriental Village and cafe. Joint had been in legal difficulties when Young took control around Aug. 1 and in one month turned a flop into a heavy money success. Smart move, admitted by all local show business, was securing of Sally Rand for spot against much competition.

Kornheiser-Schuster Firm

Phil Kornheiser and Ira Schuster have joined up for a new music publishing enterprise. Firm is to be known as Kornheiser-Schuster, Inc. Offices have been opened.

CUMMINS DISCS

Chicago, Oct. 9.
Bernie Cummins band doubled from the southside Trianon to do some recording for Columbia. Turned out five sides, the extra half being just in case and to supply choice in the coupling of tunes.

\$100,000 FROM BRITAIN FOR ASCAP

Annual dividend from the British Performing Rights Society has been deposited to the credit of the American Society of Composers, Authors and Publishers with the payment this time amounting to over \$100,000. As a preliminary to splitting up this plum the ASCAP bookkeepers are charting the English performing rights involved according to 'American Writer and Publisher.' Means that it will take another two or three months before the divvy of the \$100,000 is made.

ASCAP's payment to the British performing rights combine this year comes to around \$20,000. Under the new contract between these two organizations the BPRS expects to make hefty collections than this. It is now incumbent upon the American Society to maintain a more detailed record of the number of air plugs of British compositions on this side. To compute the percentage of British numbers played the American Society will from week to week take toll of the performance logs of different stations around the country. The dividends paid England will be based on the percentage of British plugs as compared to the aggregate number of performances charted here. If the British portion comes to 10% it will collect 10% of the money taken in by the American. The new contracts with the French and German performing rights societies calls for a similar chart maintenance and percentage computation.

CASA LOMA CLEARED

Local 802 Exonerates Band—Agency Complained

lenn Gray and the Casa Loma band have been cleared by the governing board of musicians local 802 of charges instigated by the international union. Acting on a tip-off made by one of the major band booking offices the international accused the Casa Loma combo of rule violation when it came into New York several months ago to do some recording of phonograph records.

As an out-of-town unit Casa Loma, according to the federation's charges, had exceeded its privileges in taking on a New York recording engagement. At the hearing of the complaint it developed that the band had obtained permission for the move from local 902 officials, who at the time based this grant on the fact that the men in the unit had on file applications for membership in the New York union.

Recording date involved took place while the band was spotted in the Glenn Island Casino, near Pelham, N. Y.

NIGHT CLUB REVIEWS

CHEZ PAREE, N. Y.

New York, Oct. 6.

This is the old Five O'Clock Club, 300 Club and a lot of other names, including the latest, until now, the Club Jack Osterman. It folded quickly with Osterman last summer, through unpropitious debut at the wrong time of the season, and is now the Chez Paree under same Harry Deltach management with Mickey Alpert, m. c., and Gilda Gray heading the show.

It looks like a clinch for nite biz. No convert but a minimum chuck and good value considering the show. Along with the confederate, the shimmyist, after an avalanche of Harlem turkey-walk and other forms of hotcha torso-tossing, still evidences why she was tops in 1st day, and can still out-wiggle the hell if her but. It's not blatantly Harlemese yet Gilda can vroom-vroom at with the best of 'em.

Buddy Wagner, a maestro who pays a clarinet, gives out okay dancipation. Wagner, seemingly smitten with the Chez Paree billing, also gives out a goodly quota of tangos along with the rhodox foxtrotology.

Show is properly paced by Alpert without getting too low-down. Sex in the nite spots is too familiar a thing for it to appeal any more as theatrical bait. It's o.k. for the Harlem dives, the Gladys Bentley and the nudies at Joe Moss' or NRG's emporiums, which makes it a relief for some real talent to do its stuff, at the same recognizing that the atmosphere is very all fresco and hey-heh. But it's retailed moderately and sets better all around, as a result.

Theo Phaene, a nifty looker who'll have the boys ga-ga over those optics, opens. She's from the coast and probably was deemed o.k. for pictures, but something happened. Anyway she knows how to use the eyes and backs it up with not a little expert stodeology.

An extraordinary dance team are June Baron and Charles Blair. She is beaucup s. a. on the draw, with a telling make-up that has the boys buzzing, and Blair is class vis-a-vis. One for hoof, anywhere.

Ethel (Sparky) Norris is another telling personality who registers with her diminutive manner of working. Alpert is good straight in the doubles. Tom Hardy, from up New England way who has been with Alpert in the Hub nteries and who has barnstormed as dancing auxiliary for Mai Hallett's orchestra all over way-down-east, has a roughish Jack Donahue personality and works not a little like him. Hardy is a clicker. Selma King,

blues, rounds it out and Gilda Gray tops it off.

They say this is going to be another halcyon nite life season—that's the dope along the main drag. A frolic like the Chez Paree is on the right track to get more than its share of the take. Abel.

Chateau-Milwaukee

Milwaukee, Oct. 7. There is plenty of real entertainment in the new floor show at the Chateau, entertainment that starts with a zip and continues to zip all the way through.

One of the principal reasons for the pleasant program is undoubtedly the good job done by Jack Edwards as master of ceremonies. Gifted with a personality plus the ability to sing and dance and clown in a clever manner, Edwards ties things together in a most agreeable way.

It is rather difficult to pick a bright particular star owing to the general excellent run of entertainment offered. Lulu Bates sings blues very well. Senorita Armita, thoroughly Spanish in manner, and somewhat audacious, dances; Kirby and De Gage rumba a bit plus other dances; Sylvia and Bettina bring good taste in costumes to aid their act, and their fan dance is different; six girls known as the Mary Vandies girls do ballet numbers in a thoroughly schooled manner and Bill Davidson has his orchestra there to furnish the music for everything.

A nifty show for Milwaukee.

Philharmonic Syracuse

Syracuse, Oct. 9.

Syracuse will have two symphony orchestras this season despite the fact that the sponsors of the Syracuse Symphony have voted to discontinue programs. Musicians Protective Association today announced it would organize a symphony, designating a committee of five to choose personnel, select a conductor and work out a program. Union aims to give employment to jobless theatre musicians.

Musicians' union ignored an invitation from Syracuse University to consolidate its members of symphonic stature with the University Symphony of 70, which under Andre Polak will present a series of concerts from November to April. Syracuse Symphony now discontinuing had Vladimir Shavitch as conductor.

BOBBY BERMAN IN CHI

B. B. B. goes to Chicago to m.c. the floor show at Frankie Howard's Paramount Club. Opens Oct. 11.

Bert Hirsch and Hal Brown collaborated on a jazz version of Brahms' symphony which got its initial airing on the Bayer's Aspirin show NBC last Sunday (8) night.

Looks Like Hays Code

(Continued from page 5)

set-up. In the final analysis, however, only the last edition of the code will tell the real story about them since 'language' plays the most important part.

The administration's attention was called to the grievance, pointing out that indie distributors would be barred from representation if it went through as contained in the government's tentative draft. Rosenblatt said when the revised clause is incorporated it will specify the 'affiliated' and 'unaffiliated.' The same thing goes for the zoning committee line-up, he promised. An interesting highlight leaking out from one of the star chamber conferences is reported to have been attempts of Skouras and RKO to record their circuits as 'unaffiliated.'

The deputy is said to have virtually laughed at the claims, ruling that they as well as all other theatres in which producers have an investment are definitely to be under the 'affiliated' classification. This, if officially carried out during the code regime, will be of vital importance to simon pure indies so far as voice in committees is concerned.

Even with these assurances, however, the indies are skeptical since they have all eyes on the big body, that authority. Again they stake hope in government observers.

A lot of last minute suggestions are floating in. The Academy of Motion Picture Arts and Sciences, crippled as it is through walkouts, would have the out-of-work actor get something of the breaks which the code gives the extra. And the insurgent indie force, for a time calling itself a contemporary of the Hays organization, is still reported to be writing a code of criticism of the government's code. On all of these matters, however, the administration is outwardly unfruffled, making the definite promise that there will not be a second public hearing.

Industry politics during the past week exceeded all highs. Article ten is directly responsible for the rumpus in the Hays circle. The big five staged a break when Warner said an individual, leaving a harmonious four. To date, the large boys' salary standardization seems about as muddled as right to buy. The deputy reports everyone has a different theory and so do some of the company heads, privately. It's a matter of record now that exerts must be included in any money leveling. The Motion Picture Theatre Owners of America has also had some machine trouble, some of its leaders openly declaring they will not sign the code, which they call a death warrant for many in their constituency. And the indiehayites have had talk trouble. They are supposed to do one thing and some of them do the other. Some of them, for instance, didn't want to haul up the white flag.

From a neutral point of view the inside right now would indicate that few of the breaks, so far as Hays and MPTOA are concerned, are serious. Haysites have too much in hand, it is observed, to take any chance with anything amounting to a permanent cleavage in the organization. And the MPTOA is manifestly the closest of Hays stepchildren. Its boys are not as divergent as it would sometimes appear, according to some of the chamber attendees, who report that behind closed doors not too

Most Played on the Air Last Week

To familiarize the rest of the country with the tunes most sung and played on the air around New York, the following is the compilation for last week. This tabulation will continue regularly.

In answer to inquiries, these plugs are figured on a Saturday-through-Friday week, regularly. Tabulation in turn is broken down into two divisions: Number of plugs on the major networks (WEAF and WJZ of the NBC chain, and WABC, key station of CBS), along with the total of plugs on New York's two most important independent stations—WOR and WMCA.

	WEAF WJZ WABC	WOR WMCA
title	23	13
'Love Is the Sweetest Thing'	23	
'Talk of the Town'	23	
'The Last Round Up'	30	36
'This Time It's Love'	23	34
'You've Got Everything'	12	32
'Bless Your Heart'	19	31
'Goodnight Little'	24	29
'Dinner at Eight'	20	29
'And So Goodbye'	18	19
'This Is Romance'	24	26
'Big Bad Wolf'	20	23
'That's How Rhythm Was Born'	17	22
'Don't Blame Me'	14	22
'Thanks'	13	21
'Ah, But Is It Love'	13	21
'It Isn't Fair'		21
'Aincha Glad'		20
'Marching Along Together'		20

much disgruntlement gets on the record.

About the other indies—there is still that impression which some of their leaders earlier in codism confirmed. This is that they had to hold that line while in Washington. They still have the habit of denying in the afternoon statements made in the morning. All of their rash threats are petering out. They still maintain, however, that the attorney general's office is around the corner despite the fact that veteran followers of the NRA point out that attempts to 'show up' the NRA have been made before with the courts ruling the recovery act as an emergency. Again, as time wears on, it's beginning to get around that they've got to take it and like it.

If the President signs the code Oct. 20, and that's the date now being mentioned in major circles which have had the correct low-down all along, the boys who won't sign will have until Christmas to reconsider. If they wait until New Year's they won't be able to rate consideration of grievance committees. In the next couple of months, therefore, they'll have plenty of opportunity to test out all of their theories. One of them is that they, the indie mob, represent over 50% of the industry. But MPTOAites for the first time venture the belief that all of the indie organizations put together don't have a membership total in excess of 8,000 theatres. And, as in other industries certain Washingtonians observe, the amount of capital invested is an important note in the code song.

Rosenblatt has repeatedly made the statement to the press that there will be no radical revisions in the present code. He expects it to remain, over 50% intact. The

deputy, however, has expected a lot of things. As for the code itself, if credence were placed in general industry conversation, plus some actualities, the formula is just starting. But certain exhibs and organization men have gone home, leaving word in circulation that they have told Rosenblatt to 'mail them' the document when it's ready for personal ink. And it looks as though the government really wants to end the gab.

KXA Shifts Staff

Seattle, Oct. 9.

KXA management has undergone a reorganization.

Foye Cothrin is now general mgr. and chief owner. Florence Wallace is his assistant.

Production manager is Jack Holt.

People's Symphony Orchestra of Boston has been reorganized under the batonship of Fabien Sevitzky. Group sponsoring the new setup call themselves the Sevitzky Symphony Association. Among them Mrs. Edward Rose, who composes under the moniker of Bert Rose.

He's Here to Stay
BARNEY RAPP
AND HIS ORCHESTRA
Who Were Convinced at
Last Week's Successful
Premiere That New York
Admires Their Tune Inter-
pretations at the Hotel
New Yorker and Via
WABC, A Good Reason is
That They Feature:
"DON'T BLAME ME"
"HOLD YOUR MAN"
"DINNER AT EIGHT"
"I'LL BE FAITHFUL"
"I'M DANCING ON A RAIN-
BOW"
"MARCHING ALONG TO-
GETHER"

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"WHAT IS SWEETER"
"ISLE OF BLUES"
"DRAGIN' MY HEELS"
FROM UNIVERSAL
"MYRT AND MARGE"

+ New York City

SEPTEMBER MUSIC SURVEY

THIS TABLE SHOWS THE LEADING SIX SELLERS IN SHEET MUSIC AND PHONOGRAPH RECORDS GATHERED FROM THE REPORTS OF SALES MADE DURING SEPTEMBER BY THE LEADING MUSIC JOBBERS AND DISC DISTRIBUTORS IN THE TERRITORY

6 Best Sellers in Sheet Music

Reported by Leading Jobbers

	NEW YORK	CHICAGO	LOS ANGELES
SONG—No. 1	'Lazy Bones'	'Lazy Bones'	'The Last Round Up'
SONG—No. 2	'Don't Blame Me'	'The Last Round Up'	'Who's Afraid of the Big Bad Wolf'
SONG—No. 3	'In the Valley of the Moon'	'Shadow Waltz'	'Lazy Bones'
SONG—No. 4	'Shadow Waltz'	'In the Valley of the Moon'	'Love Is the Sweetest Thing'
SONG—No. 5	'The Last Round Up'	'Don't Blame Me'	'Shadow Waltz'
SONG—No. 6	'Learn to Croon'	'Love Is the Sweetest Thing'	'Valley of the Moon'

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	'The Last Round Up,' 'Who's Afraid of the Big Bad Wolf' (Victor Young Orch.)	'Thanks,' 'Black' Moonlight' (Bing Crosby)	'Wild Goose Chase' (Casa Loma Orch.)
BRUNSWICK—No. 2	'Weep No More, My Baby' 'Savage Serenade' (Casa Loma Orch.)	'Love Is the Sweetest Thing' (Hal Kemp Orch.)	'Stormy Weather' (Duke Ellington Orch.)
BRUNSWICK—No. 3	'This Time It's Love,' 'You or No One' (Guy Lombardo Orch.)	'I'm Satisfied' (Duke Ellington Orch.)	'My Love,' 'I Would If I Could' (Bing Crosby with Jimmy Grier Orch.)
BRUNSWICK—No. 4	'In the Shade of the Old Apple Tree,' 'Harlem' (Duke Ellington Orch.)	'This Time It's Love' (Guy Lombardo Orch.)	'Time to Go' (Guy Lombardo Orch.)
BRUNSWICK—No. 5	'The Day You Came Along,' 'I Guess It Had to Be That Way' (Bing Crosby with Jimmy Grier Orch.)	'The Day You Came Along' (Bing Crosby)	'Old Man Harlem' (Dorsey Bros. Orch.)
BRUNSWICK—No. 6	'Thanks,' 'Black Moonlight' (Bing Crosby with Jimmy Grier Orch.)	'The Last Round Up' (Victor Young Orch.)	'Man on the Flying Trapeze' (Anson Weeks Orch.)
COLUMBIA—No. 1	'The Last Round Up,' 'Rollin' on Our Roller Skates' (George Olsen Orch.)	'The Last Round Up' (George Olsen Orch.)	'The Last Round Up' (George Olsen Orch.)
COLUMBIA—No. 2	'In the Cool of the Night,' 'Some of These Days' (Clyde McCoy Orch.)	'Lazy Bones' (Ted Lewis Orch.)	'Some One Stole Gabriel's Horn' (Jack Teagarden Orch.)
COLUMBIA—No. 3	'Bless Your Heart,' 'This Time It's Love' (George Olsen Orch.)	'Duke Is on a Bat Again' (Ben Bernie Orch.)	'This Time It's Love' (George Olsen Orch.)
COLUMBIA—No. 4	'Marching Along Together,' 'We Won't Have to Sell the Farm' (Ben Bernie Orch.)	'Wah-Wah Lament' (Clyde McCoy Orch.)	'It Might Have Been Different,' 'I Would If I Could' (Charles Kaley)
COLUMBIA—No. 5	'Little Locket of Long Ago,' 'Ten Thousand Years Ago' (Ted Lewis Orch.)	'Shim-Sham Shimmy' (Clarence Williams Orch.)	'Vine Covered Church' (Ted Lewis Orch.)
COLUMBIA—No. 6	'The Day You Came Along,' 'Thanks' (Meyer Davis Orch.)	'Louisiana Lullaby' (George Olsen Orch.)	'57 Varieties' (Earl Hines Orch.)
VICTOR—No. 1	'The Last Round Up,' 'Beloved' (Don Bestor Orch.)	'The Last Round Up' (Don Bestor Orch.)	'Love Is the Sweetest Thing' (Ray Noble Orch.)
VICTOR—No. 2	'Love Is the Sweetest Thing,' 'I'll Do My Best to Make You Happy' (Ray Noble Orch.)	'Love Is the Sweetest Thing' (Ray Noble Orch.)	'Lazy Bones' (Casa Loma Orch.)
VICTOR—No. 3	'Sophisticated Lady,' 'Lazy Bones' (Casa Loma Orch.)	'Sophisticated Lady' (Casa Loma Orch.)	'Ah, But Is It Love,' 'Are You Making Money' (Paul Whiteman Orch.)
VICTOR—No. 4	'Down the Old Ox Road' (Paul Whiteman), 'Shadows on the Swanee' (Isham Jones Orch.)	'This Time It's Love' (Isham Jones Orch.)	'This Time It's Love' (Isham Jones Orch.)
VICTOR—No. 5	'Are You Makin' Any Money,' 'Ah, But Is It Love' (Paul Whiteman)	'Are You Making Any Money?' (Paul Whiteman Orch.)	'Don't Do Anything I Wouldn't Do' (Eddie Duchin Orch.)
VICTOR—No. 6	'It's the Talk of the Town,' 'Trouble in Paradise' (Eddie Duchin Orch.)	'From Me to You' (Eddie Duchin Orch.)	'Louisiana Lady' (Isham Jones Orch.)

Hotels, Cafes Must Pay Canadian Music Fee

Toronto, Oct. 9.

The quietus may be put on hotel rotundas, restaurants and dance halls in Canada, following the Court of Appeals decision that broadcasting of copyright music constitutes a "separate performance" and is therefore subject to copyright tax.

Backing the judgment is the Canadian Performing Rights Society which holds most of the copyrights in this country. Thousands of hotels, cafes and dance spots throughout the Dominion are affected by the judgment. The only outlet for hotel guests is the radio accommodation in their rooms, these deemed to be their domiciles, heads of the CPRS claim.

Latter will take immediate action against Canadian hotel and restaurants where radio entertainment is provided for paying guests or the public at large. Estimated that 90% of the music on the air is copyright.

Wen Niles Back in Biz

Seattle, Oct. 9.

Wen Niles, once prominent dance orchestra leader and Brunswick recordor who three years ago left the profession, will again take up the baton. He will direct a 12-piece band at the Olympic Hotel when the dinner-dance season opens there Oct. 10.

Radio station KOL, with which Niles is connected as an announcer and musician, will broadcast the music.

Meyer Davis at St. Regis

Meyer Davis goes into the Seagrades room of the St. Regis hotel Oct. 19. He's been appearing on the hotel roof for the past summer.

Inside Stuff—Music

Music Dealers' Service, Inc., last week experienced a rush on 'The Last Round Up' (Shapiro, Bernstein), which was reminiscent of the sheet business as it used to be. On Monday (9) the distributing combine shipped 20,650 copies of the number, a one-day record for any composition since the organization of the MDS 14 months ago. Tuesday brought a call for 9,790 copies of the cowboy lament and the following day the shipping tally came to \$6,600.

'Last Round Up' is still going to dealers at 18c a copy. Earlier in the week Louis Bernstein advised the MDS to boost the price to 20c, but before the dealers could be informed about the change the publisher decided to let the wholesale figure stand as is. Bernstein figured that with conditions as they are the 2c margin might react unfavorably on quantity sales.

It is an extraordinary instance of a song being over-popularized long before the show herein it is to be featured gets into rehearsals. All broadcasts carry the notation that it's from the new Ziegfeld's 'Follies,' but judging by the Snuberts first starting to cast that musical, the song will have attained popularity far in advance of the stage production.

Incidentally Billy Hill is a coined non-de-plume for the composer, being an obvious play on 'hillbilly,' of which genre 'Round Up' happens to be.

Berlin's, Inc., moving into the old Brunswick building, Seventh avenue, New York, which has housed Robbins Music Corp. for some time, created a strained feeling between both firms. Apart from Robbins, a major firm, the building alone houses Lawrence Music Co., an Irving Mills subsid, hence Robbins felt a priority interest in the building and figured it was time to put up an imposing-looking building at the door to sort of establish it as the Robbins Bldg., especially in view of the Brunswick-Balke-Collender Co. having recently moved out to an East 19th street location.

Berlin's meantime had the same idea, and particularly was worried about Robbins going up in front of the building, with Robbins having the same concern about Berlin's. It's compromised with the Robbins shield going off and the Brunswick Bldg. identification remaining.

Vikin will publish 'They All Sang,' from Tony Pastor to Rudy Vallee, history of music and musical show business written by Edward B. Marks, the publisher, early in February.

BERNARD-SCHWEIB PRESENTS

New song-publishing firm comes out with a number entitled 'I Can't See for the Life of Me' Why Horrocks Won't at Totatoes. For a change of pace, same publishers (Bernard-Schweib) present 'Let's Bend An Elbow.'

'Round-Up' for Western

Hollywood, et. Paramount has bought rights to 'The Last Round-Up,' by Billy Hill, and will use the tune in 'The Border Legion.' Zane Grey western arts next month.

Coast Musikers

Ethel Merman due here Oct. 20 for 'Cruise to Nowhere' at Par.

Next Gordon and Revel assignment is the Mae West picture, 'It Ain't No Sin,' which goes into production in six weeks.

Bunny Ogden, musician, appointed postmaster at Avalon, Catalina Island.

Allard de Ridder, former member of Musicians' local 47, L. A., moved to Vancouver, B. C., as conductor of the Symphony orchestra there.

Russell Brown, who is accused of beating John Warburton and who involved Alice White and Cy Bartlett in the plot is a former song-plugger and cafe tenor under the name of Bobby Brown.

Kahal and Fain writing tunes for 'Centerville Follies,' Warner color short.

Of all people, Ben Berman, De-Sylva, Brown, and Henderson plugger, plays the Irish tenor in 'Sitting Pretty' at Paramount.

Dave Gordon, Shapiro-Bernstein rep., had copies of 'Last Round Up' beside every cash register at the Kress downtown store.

Mae West made four sides for Brunswick last week.

Arranger who hasn't been associated with a hit musical for three years took it upon himself to tell the scorer of the past three hits what was wrong with his orchestrations.

The Max Steiners have split.

'Doing the Uptown Lowdown' in 'Broadway Through a Keyhole' and 'Living Berlin's When he High Ups Do the Lowdown' on 'Reaching for the Moon' are like that, musically and lyrically.

Everytime Rubinoff gets a violin section whipped into shape for the Chase and Sanborn hour, one of the fiddlers gets a studio call and the Rubinoff hair takes another beating.

'Glee in the Morning, Kisses at Night' looks like the outlander in 'Moulin Rouge.'

Top song from 'Way to Love,' Chevalier picture, was 'It's Oh, It's Ah, It's Wonderful,' which has been cut out.

SEPT., 1933, 15% OVER LAST YEAR

Sheet music business took on a bright tone immediately following Labor Day and the stride through the month couldn't have been much more encouraging. Compared to the same month a year ago the Music Dealers Service, is September did 15% better on the gross turnover. To the publishing trade this success is a distinct proof, that the sheet biz has done a hefty nip up from the slough and that despite Demon Radio they're back at the pianos.

From the way the orders came pouring in through the first week of this month it looks as though October will be the biggest for the counters in at least four years. Mainly responsible for the huge spurt here are Shapiro Bernstein's 'The Last Round Up' and Berlin's 'Who's Afraid of the Big Bad Wolf,' the latter the first instance of a hit plucked from a screen cartoon.

In the case 'Lazy Bones' (Southern) had little difficulty holding top sway for the September tally. 'Don't Blame Me' (Robbins) did a quick and briefly lasting jump to second place. 'In the Valley of the Moon' held on nicely among the first best six with the same going for 'Shadow Waltz' (Remick).

Tail end of the September stretch showed promise also for such newcomers 'Talk of the Town' (Harms) and 'Bless Your Heart' (Donaldson).

Among the mechanicals the September showing showed little improvement over the previous month. In each instance 'The Last Round Up' had much to do with the ace counter call. Situation prevailing in the 25c disk ranks looks more encouraging than that in the 75c catalogue.

Disks Make 'Chi Happy

Chicago, Oct. 9. Business continues to climb, slowly but steadily in the sheet music field and hot and heavy in the disk line-up. Disks have shot up all out of proportion to the rest of the music. Accountable largely to the increase in automatic machines in beer resorts, indicated by the demand for red-hot numbers like 'Sham-Wah Lament,' 'Shim Sham Shimmy,' the Duke Ellington records and others of that calibre. When a guy is plastered he wants sizzling rhythm for his dime or nickel.

'Last Round Up' was the hot spot of the list in September, starting late in the month but busting up into the money in short order. Not on the calendar but up there are 'Hold Your Man,' which is sliding down and 'Who's Afraid of the Big Bad Wolf,' which will be among the winners for the October survey at its present pace.

'Valley of the Moon' continues to sell like a standard tune to pop grosses.

Better, Too

Los Angeles, Oct.

Sheet music sales continued to advance steadily during the past month with two novelty sellers up ahead. 'Big Bad Wolf,' starting late, was held down by slim initial orders and inability of counters to keep a stock of the number on hand. 'Blue Prelude,' 'Don't Blame Me,' 'Gypsy Fiddlers' and 'Jealousy' were runners-up that are beginning to fade, while 'Thanks' and 'The Day You Came Along' from 'Much Harmony' started too.

it the top sextet. Disk sales showed little change except a preference by buyers for hot and musically recordings.

WEEMS IN LOOP

Chicago, Oct. 9.

Ted Weems comes into the Bismarck hotel's Walnut Room on Oct. 20.

First time Weems band played in the Chicago loop, having spent most of its time in the city's outskirts particularly in the Trianon ballroom.

Chas. Strickland Bankrupt

Charles F. Strickland, 550 West 157th street, New York, has filed a voluntary bankruptcy petition. Orchestra leader who has been inactive of late lists \$8,566 in liabilities, no assets.

Circuits Wish Indies Into Equality By Their Salary, Booking Policies

Indie vaude bookers in New York and all over are getting the break of their lives. They're no longer victims of the caste system in vaude, having reached the same social level as the circuits, both in the salaries they pay and the grade of shows they book. It isn't a matter

of advancement on the indies' part, but one of decline by the circuits to the indies' own level.

Outnumbering the circuits by three to one in the amount of playing time on their books, the indies are now having no trouble landing (Continued on page 49)

STAGE SHOWS OR NO IN CAN. UP TO PUBLIC

Ottawa, Oct. 9.

Latest move in the Famous Players Canadian theatre chain is the adoption of the touring orchestra for appearances in circuit spots as a test for the public demand for music or otherwise. Experimental band units are being mobilized to play at different theatres and the result at the box office will determine whether pit orchestras will become a permanent feature in straight film houses or not. Following the orchestra experiment, vaudeville and stage shows will be given a tryout at various Famous Players' stands with the same thought in mind. The public holds the answer.

Theatre Co-Op. Venture Idea Nixed by Chicago Musicians' Union Heads

Chicago, Oct. 9.

Up in one meeting and chilled in the same week was an idea propounded by a member of the local Musicians' Union which would place the organization in the theatre biz. Scheme proposed was that the Union take over a theatre and put a 50-piece orchestra in the pit, with the idea man figuring that this move would force the other theatres, RKO, B&K, and Jones to go for pit men also to meet the competition. James C. Petrillo and company voted the idea down since the Union is not going into theatre operation, even the charter of the Union not permitting theatre operation for profit. Another chill was trying to figure what 50 were going to be lucky musicians out of 5,000 musicians in the Union.

Check!

Lincoln, Oct. 9.

Nebraska law college went on its annual show stopping attempt last week when they tried to newspaper the first eight rows and embarrass the performers.

Tracy-Browns' ork. was on and had been forewarned. Immediately upon seeing the paper go up in the front row they dropped their fiddles and horns, pulled out their own newspapers and outread the audience.

MULTI-BRANCH AGENCIES NOW

This is the merger season for vaude agencies; the 10%ers recognizing the necessity for all-around organizations for talent every branch. The newest combo is Harry Bestry, Harry Romm, Walter and Edwin Meyers and Eddie Scheuing. It means a combo of legit, vaude, presentation-films and radio, designed primarily to give the new combo complete coverage.

The same idea obtains for the Lyons & Lyons recent hookup with Walter Batchelor, Jerry Cargill and Jack Bertell, and an imminent hookup to include Jack Curtis. L&L already have an arrangement with some of Curtis' acts and vice versa, but a Curtis & Allen direct hookup with L&L is being mulled. Incidentally, Bertell is leaving the recent combo to continue for himself, with David Baath, Batchelor and Sam Lyons to handle the nite club bookings for the organization.

The Bestry, et al, hookup is set for Nov. 1. Through the Meyers brothers, who have Edward Small-Arthur Landau representing them in Hollywood, that coast branch will also be the outlet for the foursome's talent for pictures. Bestry has been a legit caster of long standing. Romm's specialty is vaudeville, with Meyers on vaude and pictures, and Scheuing on radio. Ken Dolan will also come over with Scheuing when and if the amalgamation goes through.

MORRIS BOOKS 2 1/2 W&V WEEKS

Wilmer & Vincent is opening up five theatres in Pennsylvania and the south to vaudeville. They comprise two and a half weeks of playing time. William Morris office (Laurence Golde) will do the booking, with four and five-act bills on a split as the policy all over.

Towns opening, all on Oct. 23, are Norfolk, Richmond, Harrisburg, Allentown, Reading. All have been out of vaude for a year or more.

Acquisition of the W. & V. time increases the Morris vaude book to about 13 weeks, all in the east, and places it in the lead among books in the New York indie vaude field.

Trail Breaking Unit

Denver, Oct. 9.

Don Darragh is taking his 'Pleasant' unit, with 19 people, including a stage band, on a months' tour into the Black Hills and Nebraska. They will play Deadwood, Rapid City and Hot Springs, S. D., and Alliance, North Platte, McCook, Lincoln and Omaha.

After returning to Denver he expects to make a trip thru Texas, Oklahoma and New Mexico.

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AL TRAHAN

THE AMERICAN "PADEROUGHSKI"

HEADLINING CAPITOL, NEW YORK

(Weeks October 6 and 13)

Credits Due
MARVIN SCHENCK
MAJOR EDWARD BOWES

MORRISON-WI

EDDIE

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DON

MILLS, GOLD and RAYE

Assisted by ALDA DEERY and DAVE (KEWP) WHITE
In "IT'S A FRAME UP"

RKO

CURTIS & ALLEN

Thanks to
MILES INGALLS

("Variety," Sept. 12)

But it took Mills, Gold and Raye, spotted next to shut, to tear them wide open. Though Mills hails from the old combination of Mills, Kirk and Martin, the madhouse antics confabulated by his present partnership shows no carryover strains. The harder the socks delivered the harder they roared out front with the set-to with the blonde stooges building the clowning hodge podge to a smash finish as far as this Saturday matinee mob was concerned.

Loew

CHAS. V. YATES

Independent

Thanks to PHIL COSCIA

LOEW'S STATE, NEW YORK, Next Week (Oct. 13)

THE INGENUES

LOEW'S STATE, New York

THIS WEEK (OCT. 6)

Radio Lifters Force Stage Comics To Burglar Proof Dirt, Is Plaint

Stage comedians contend that if another clean-up becomes necessary for stage dirt in the vaudeville and picture houses and legit musicals and revues, the radio can be held responsible. Radio is forcing them into spice, they claim, because dirt is the only type of material that radio can't kill or cop.

It's the contention of stage comics that their other contemporaries have made the use of standard gags impossible for them, and that anything new in the clean comedy line that may be created for stage use is quickly converted into radio waves by the air borrowers and killed within a week.

They point out that it's now common for them to be charged with piracy when opening in a new town on the road, despite that the gag or bit or piece of business which brings the squawk may have been originated by them. If the theatre customers happened to have heard the gag on the air the night before, the stage comic who repeats it is a robber in their estimation.

No Alternative. The stage boys say they've tried and a way out, but there isn't one, except through the dirt method. And that's not very safe, they declare.

Material lifting charges are not made so much against the radio comedians who use the stage comic's stuff, but against the material writers of radio. The other gag men, with numerous scripts to deliver weekly, are among the steady patrons of all variety shows, as well as prolific comic magazine readers, and they don't pass up a thing, say the stage comedians.

There is no recourse for the stage comics who claim their stuff is being copied. Radio recognizes no outside arbitration bureau and hasn't one of its own. Another angle that works to the stage comics' disadvantage is the fact that the radio lift is accomplished once only, and any attempt to stop a steal after its once made is too late.

Simons Win Award in Act Copping Dispute

In the case of the Simons vs. the Webers before the RKO agents' arbitration board, the Webers won the decision. Simons claimed that since the split-up of the Weber-Simon agency, the Webers had been copying or trying to cop their (the Simons') acts.

Simons submitted evidence to show that they purchased the combined list of acts when the Weber-Simon combination was dissolved last spring. They claimed that despite the turnover, the Webers later have been submitted to RKO such Simon-owned acts as Estelle Taylor, the Ghezzi, Hobart Bosworth and others.

When formed about four years ago upon the Simons coming east from Chicago, the Weber-Simon office became the leading RKO agency in volume of business.

'Quilt' Picks Up Loew Time After RKO Dates

Billy Rose's 'Crazy Quilt', through the Morris office, has been routed over the Loew time, for about nine weeks in all. Tab is now playing the middle west for RKO.

Loew bookings commence Nov. 17 with a split week in Akron and Canton, followed by full weeks in Syracuse, Rochester, Boston, Providence, Baltimore, Washington, New York.

Mack on Sten's 2d

Hollywood, Oct. 9. Willard Mack will meg 'Barbary Coast', second Anna Sten film for Sam Goldwyn.

He is currently dialog directing on 'Nana.'

WARING ROUTE GROWS

RKO has taken the Fred Waring band for two more weeks, following the five already set. Additional time is in Cincinnati and Cleveland.

All dates at \$7,500 plus fares for the whole band. Extras bring the salary up to nearly \$9,000.

Raining Fanners

With the Lincoln and Orph stages here open up Monday (9) with fan dance gals featured in their stage shows. Paper is sensationalizing it all over town.

billboard nudity display, Hippen's World Fair Follies, also in this week at the Omaha Orph with its billing reaching out to here also features one of the fanners. Billboards around town look like the second stage of the appetite-eating contest in Eden.

OPPOSISH WAR ON IN CLEVE.

Cleveland, Oct. Return of vaudeville to RKO Palace, making it a rival once more of Charles Doty's indie Hippodrome, gives Cleveland a total of two vaudeville houses for the first time in six months.

Morton Downey topped Palace's first bill, which also included Watson Sisters, Michon rothers, Gracella and Theodore and Four Orions. Maurice Spitalny back in bit again.

As an opposition attraction Hipp brought in Mills Brothers for current week, supported by Bob Ripa and three other acts. War in bookings between two houses is threatened, Doty penciling in 'Marcus' 'La Vie Parée' for Oct. 13; Carl Freed in musical, Oct. 20; Helen Twelves and Ken Murray tentatively set for Oct. 27, and Guy Lombardo for Nov. 3.

Against them RKO Palace is booking Ethel Barrymore for Oct. 13; Carroll's 'Vanities', Oct. 20; Duncan Sisters, tentatively Oct. 27; Ben Bernie, Nov. 3.

Wayne King at \$6,500

Chicago, Oct. 9. Wayne King band set for its first personal vaude appearances. Coming into the RKO spots for a tour, opening at the Palace here on Dec. 15. Salary reported \$6,500 for a 13-piece orchestra.

King will get a leave from the Andrew Karzas Aragon ballroom for the five or six weeks during the tour.

Crosby's B'way Par Run Brings Radio Hour East

Bing Crosby opens at the Paramount, New York, Nov. 10 for a five-weeks run in the one house at \$4,000 per. Deal is on straight salary basis, without percentage.

Crosby, who has been on the Coast for Paramount and doubling on the air, had intended to do his first 26 broadcasts for Woodbury from Hollywood. Broadway booking at the Palace is coming east and transfer of the program to CBS' New York studio.

Maloney Honored

Pittsburgh, Oct. 9. Annual 'Big Top' banquet of Variety Club, Pittsburgh organization of showmen, is set for Oct. 22 at William Penn hotel.

This year it'll honor John Maloney, Metro exchange head and club's outgoing president. Dick Powell, WB screen player and a resident member of Variety Club, is flying from the coast to participate.

VELOZ' ARTHRITIS

Chicago, Oct. 9. Medrano and Donna have gone into the Palmer House, Chi., in place of Veloz and Yolanda through Veloz' having been stricken with arthritis, which prevents him from dancing. They were at the Chi. hostelry all summer.

Fowler and Tamara continue at the Drake hotel and Dario and Diane are at the 225.

Sally's Sally

During the picture-snapping, interviewing and other backstage excitement opening day (Friday) at the Paramount, New York, with Sally Rand drawing all the attention, Milton Berle, co-headlining with the fan swinger, was doing a burn-up.

'Hey,' yelled Berle, 'I'm in this show, too.' 'Tell Berle,' said Sally, while posing in nothing but the fans, 'that this is one act he can't cop.'

Fear Plunge on Units May Halt Vaud's Progress

The flock of unit shows or tab productions, booked or already played, are deprecated by the vaude agents as an evolution of vaudifilm bookings because they displace 50 acts.

Big flash attractions like Rudy Vallee, 'Artists and Models', White's 'Scandals', Duncan Sisters, Thurston revue, 'Student Prince', Carroll's 'Vanities', Weaver Bros, Paul Whiteman and Ted Lewis units mean anywhere from \$5,000 to \$7,500 or thereabouts and eat up all the leeway for any extra acts. The agents would much prefer a perpetuation of vaude bookings through moderate show bookings on the theory that the big talent budgets do not permit for much net profit and quickly discourages exhibitors, especially if the accompanying unit is weak and his broodies two weeks straight. The way some managers figure, the moment the grosses dive they jerk out everything to save on the overhead.

TANGUAY ASKS BENEFIT PROBE

Assistant District Attorney John J. Sullivan of New York has been assigned to investigate the distribution of proceeds from the Eva Tanguay benefit show staged at the Earl Carroll theatre last winter. The investigation is at the request of Miss Tanguay, who received \$1,500 from the promoters, but understands the show grossed \$8,000. Benefit was promoted by Richard Herndon and Meyer Solmsen under sponsorship of Lucy Cotton Thomas, society woman. Sullivan has applied to the promoters for an accounting of the funds.

Miss Tanguay's request for a probe was delivered to the D. A.'s office through the ABA. Sullivan is the assistant D. A. who prosecuted in the ABA's successful campaign against benefit racketeering last year.

Mr. Duffy, Agent

Immie Duffy, the 'Mr. Duffy' who used to be teamed in vaude with 'Mr. Sweeney, is a manager. Maybe it is one of Frank Fay's gags, but when an agent sought out Barbara Stanwyck last week, the answer was to see 'my manager.' In walked Duffy, all dolled up.

Recently Duffy was hiding in Hershey, Pa., in the door of the theatre there.

'Artists, Models' Tab

'Artists and Models' unit is set to open Nov. 17 at the RKO, Providence, with Jans and Whalen and Jimmy Savo and 24 girls already signed.

Girl lead may be Janet Reade or Aileen Stanley, Jack Curtis and Lyons & Lyons booking.

Olsen's Quick Repeat

Paramount, N. Y., is bringing George Olsen's orchestra unit back Friday (13) with the new Mae West picture, 'I'm No Angel.'

New York repeat is an early one for Olsen, who was at the house last two months ago with 'Three Cornered Moon' for two weeks.

50-Mile Technicality Cancels Aimee In Chicago; B&K Won't Pay or Play

Lillian English Suicide

Lillian English, former wife of Jean Bedini, committed suicide last week in Boston at the Park hotel. In some manner she took insect powder. Actress had threatened to do away with herself many times after altercations with her band, Billy Zuhn, with whom she was appearing New England vaudeville houses.

Bedini and Miss English were divorced about 20 years ago. He was present at the funeral services held in Boston last Wednesday (4).

BASEBALL STAR INVASION IS ON

Radio City's Music Hall next week (13) may play the four first-stringers of the New York Giants' pitching staff. They are Carl Hubbell, Harold Schumaker, Freddie Fitzsimmons and Roy Parmelee, and would comprise the first break at the theatre to play the house. If salary is \$5,000 for the quartet, with the boys bringing their own uniforms.

Bill Terry, lants' manager, is another vaude prospect. He's been submitted to all the booking offices by half a dozen different agents and is asking \$7,500, but reported willing to take \$5,000. Harry Kuh (Keller office) is handling the four fingers.

Loss of the series by Washington cost the Senators' manager, Joe Cronin, at least \$35,000, in stage coin. In the event he won he was guaranteed 10 weeks at \$3,500 per by the various booking offices. Having lost, it's unlikely he'll play any vaude at all, although a date in his home town, Seattle, is in prospect. Cronin and Terry got \$500 apiece for participating in last week's Fleischmann hour on NEC.

Santrey's One-Niters

Henry Santrey and his band are playing one-niter vaude dates, on percentage, with his own advance man out setting the route.

Santrey has a black-and-tan show with him, a colored complement augmenting his own band revue.

Lillian Miles Files Suit On Claim for Personal

St. Louis, Oct. 9. Lillian Miles has a suit pending here against the St. Louis theatre for \$563, which she claims due her for a personal appearance.

She says she was to receive \$750 for the week, but was paid only \$187.

Moving Day in Chi

Chicago, Oct. 9. Exodus underway of agents and vaude producers out of the State-Lake building to take up quarters in the Woods building.

Move around the corner follows the switch of the RKO office to the Metropolitan building and the imminent spotting of an office in the Woods building by Fanchon & Marco. Set to move are Sam Roberts, Ed Morse, Guy Perkins, Tommy Burchill and Mort Infield.

Marie Prevost Vauding

Marie Prevost, staging comeback via vaude, has teamed up with Eddie Pardo.

They're breaking in—the east.

ACTOR TURNS AGENT

Bill Miller, of Miller, Peterson and Lee is quitting the stage after 10 years to go into the agency business. He's starting off in the Harry Pincus office.

Nat Peterson and Frankie Lee continue as a double act.

Balaban Katz is Aimee Semple McPherson's Chicago, Chicago, booking week of Oct. 27 on a technicality. Aimee played a rival meeting at Kenosha, Wis., last month, and B. & K. claims that violated the 50-mile radius clause in her contract. It's the second picture house cancellation for Aimee following her \$17,000 floppo at the Capitol, New York, with Loew's having called off the Washington week.

For the Washington no-play date Aimee was paid off. But for Chi, on the technicality, B. & K. is declining to toss any coin on the drum.

The evangelist's second and last picture house date is her current week for Warners at the Stanley, Philadelphia. House booked a strong stage show around her, including Arthur Tracy and Frank and Milt Britton, whereas, Loew's depended on Aimee alone at Capitol. The week got off to a terrible start Friday (13) with a \$90 opening matinee gross, a new low for the house. Indications on opening week end's business are that the week's take will be around \$18,000, below normal.

One-Niters Called Off

Next Friday (20) Aimee opens a 10-day revival meeting at the Arena, Boston, her last engagement in the east with the Chi date cold. Then she goes home. Last week, though, she made the return trip to Los Angeles show a profit by one-niters her way out and the William Morris office went to work on the dates, but Aimee changed her mind. Understood she advised her managers she didn't care to kill off some prospective western towns that may be good for full week stands later on.

Persistent reports on the L. A. gossip's poor draw as a theatre attraction have it that church bodies have been suggesting to their flocks not to patronize theatres ballyhooing Aimee. Loew crowd is reported more or less convinced of this as a result of the severity of the surprise Capitol brodie.

\$50,000 Suit Against Cuban After Alleged Assault on Dancer

Aftermath of an alleged criminal assault on Adelaide Gloria of the Dancing Glorias is a \$50,000 damage suit filed in the Queens (N. Y.) Supreme Court against Frances X. Xiques, Cuban insurance man residing in New York, who had been alleged to be coxing the dancer until the claimed assault at the Hotel Nassau, Long Beach, on Aug. 14 last.

Adelaide Gloria's brother Albert and his wife, along with Xiques and the plaintiff were a foursome at the Nassau hotel all came out and his wife left the beach resort to pick up their automobile. In the interim the assault, it is alleged, occurred, culminating in Albert Gloria seeking out Xiques a couple of days later and physically beating him up after and beating him up at the Beach Arts cafe in New York.

It was at the Beaux Arts that Xiques first met the Glorias when they were dancing there. The sister at first was afraid to tell Albert Gloria but when her nervous condition and physical shocks assailed themselves, all came out. Julius Kendler, 1540 Broadway, is counsel for Miss Gloria.

This has also split up the brother-sister dancing act which has been standard in vaudeville. Albert Gloria is making his legit debut in a role all came out. 'Her Man of Wax' coming into the Shubert, N. Y., tomorrow (Wednesday). Xiques has filed a general denial.

Glorias reside in Bayville, L. I., hence suit was filed in the Queens county court.

Tons o' Lollypops

Mary Small, -year-old entertainer, gets \$500 for her first vaude date, Oct. 13, for Warners in Elizabeth, N. J.

NJC, handling the kid, is doubling her between the air and stage.

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15 YEARS AGO

(From VARIETY and 'Clipper')

Influenza epidemic was closing so many houses acts were warned to verify dates just before leaving and to keep in touch with the bookers at all times.

Vaude actors in Chicago were being taken for big money by a crooked fare game capped by a former actor. Just for them.

Stagger plan of opening theatres, to meet traffic congestion, was finding favor. Shows opened at intervals between eight and nine o'clock.

'And the Children Pay,' one of the first of the tell-the-kiddies films, busted by the N. Y. license commissioner. Exhibitors told they'd be shut if they showed the film.

Alexander Pantages planning to headquarter his circuit in Los Angeles. Liked the town.

Government was showing pictures of German atrocities to conscientious objectors. At one showing 15 pacifists were converted.

N. Y. Strand put in girl ushers to release the boys for more strenuous employment. Getting common.

Hearst splitting with the Pathe News. Planned to go it alone. Wanted a free hand on clips used, but didn't want to long.

Tom Ince made a picture at San Diego of relatives of enlisted men. Idea was to show it in camps to cheer the boys. Didn't click, though he donated the film and even paid expressage.

Tommy Gray, with an overseas entertainment unit, cracked to VARIETY. It was the longest jump he had ever made to play a benefit.

50 YEARS AGO

(From 'Clipper')

Baseball season over. Boston won the League championship with 63 out of 98 games. Philadelphia won the American championship in the 10th inning of the last game played, leading St. Louis by only the one victory.

Only one drama house open in San Francisco but others planned to re-light. Business good in the east.

Lecture courses were popular and religious Boston was all ablaze over the announcement that a comic opera would be included as one of the items in a church course.

After the Ring theatre fire in Vienna it was a general law that all exits be left open during performances. Recent panic in the Carlsbad theatre in the same city developed the law was not being observed. No one was injured, however.

Dion Boucicault was planning to tour his company in a special car. To tax each member \$25 a week for bed and board.

Lytton Sothorn, son of E. H. Sothorn, had been trying to step into his father's shoes, but found little favor. His brother, the younger E. H., achieved success under the management of Daniel Frohman.

Blanche Gray, weighing 600 pounds, was married in a local dime museum to a non-pro. 'Clipper' frowned that the audience was bolstered and the clergyman, a former army chaplain, was soused.

Big money was going to the minstrel shows and dime museums. Latter were cropping up over night. Any good stand made money.

Inside Stuff—Legit

George M. Cohan's appearance in 'Ah Wilderness,' which opened at the Guild, N. Y., last week, is what the actor-author-star calls 'thin whiskers opera,' in other words it's rural, and the kind of show that rarely misses in the smaller communities. It is reminiscent to Cohan, too, of one of the best money makers that he and his former partner, Sam H. Harris, had on the road.

Show was called 'Fifty Miles From Boston,' outline of which Cohan wrote on the back of an envelope. He and Harris laughed over the idea, but the result was that they had six companies on tour, with no idea of presenting it in New York.

At a time when the partners were out of town the late A. L. Erlanger, needing a show for a Broadway theatre, brought in one company of 'Boston,' which had been playing the sticks for two years, although he had promised not to do so. Critics looked it over and said: 'Oh yeh,' and went to it. Soon afterwards 'Boston's' attendance on the road dropped so much that it was taken off the boards.

It took six days to cut 15 minutes out of 'Wilderness' during the Pittsburgh date which preceded the New York premiere.

Never as much discussion about a play as 'Sailor, Beware,' Courtney Burr's play. For one thing that producer's difficulty in promoting the \$12,000 necessary for the production took on special significance in view of his past success in promoting hundreds of thousands for 'The New Yorkers' (Mrs. Josh T. Cosden) and 'Walk a Little Faster' (which young Vanderbilt and Whitney angled).

Burr owns all of 'Sailor,' although a couple of thousand before curtain time would have bought a sizable chunk of it. Paramount has an option for the screen rights at \$45,000 but Metro bid it up to \$50,000 over the week-end which Par must top before the first three weeks of the play's run.

Skit in 'Thousands Cheer,' Music Box, N. Y., which involves the British king and queen, drew immediate attention in London. During the Philadelphia engagement an English newspaper telephoned to Moss Hart who wrote the show (Irving Berlin did the score) tersely wanting to know if the satire would be taken out. Answer was that it would stay in. Claimed to be first instance in ticket agency annals, was the issuance of a 'blue order' on the Music Box for standing room one night last week. Three persons insisted on seeing 'Cheer,' standees being required to pay \$2.20. With the broker's order, however, the trio paid a premium of 75c each.

Summary judgment against William J. O'Neill in favor of Sara Stamm, press agent for 'They All Come to Moscow,' which played the Lyceum, N. Y., briefly last season, was recently given. O'Neill was formerly an instructor in Latin at Fordham University. In taking a fling at show business he spent plenty of money on the 'Moscow' presentation, but not much went for salaries, it is declared. Other suits are pending. Miss Stamm has received \$250 on her claim, with \$150 more still due. O'Neill is said to have been backed by his aunt, Dora E. McCann of Albany, who bankrolled 'Moscow' for about \$20,000.

Regarded as a minor tragedy in the Joe Cook show, 'Hold Your Horses,' at the Winter Garden, N. Y., was the forcing out of Eileen O'Connor, a young ballet dancer in the Harriet Hootor ensemble. Girl is 15 years of age, the law putting the minimum at 16 for stage appearances of the kind.

Miss O'Connor was dismissed upon complaint of the Gerry Society. Not known if that organization was tipped off by someone in the show. She had attended the professional children's school which, it was thought, would exempt her from the child labor regulation.

Sidney Phillips took his grievance against Sidney Kingsley, author of 'Men in White,' at the Broadhurst, N. Y., to the Dramatists' Guild with little success.

Phillips had the Kingsley play last season and claims that the present production incorporates all the changes and suggestions he had made in the script, although the Group Theatre and Sidney Harmon-Hames Ullman ultimately produced it. The Guild decided that Phillips, for all his alleged contributions, had no legal redress.

Lumberg of the Brooks costume outfit goes berserk when excited. But he doesn't sock. He rips shirts off guys. At the opening of 'Hold Your Horses' at the Winter Garden, N. Y., 'B' went back stage when the final curtain dropped and tore Joe Cook's shirt off. Also Dave Chasen's. He was that excited.

That's his way of expressing joy. After he does the shirt tearing exercises, 'B' remits the cost of the damage to the victim—if he doesn't forget.

Young John Shubert, son of J. J., has a B.A. degree from the University of Pennsylvania and has one more year to go at Harvard in law. He has decided to devote this season to show business, having obtained an extension of a year from the college.

Junior Shubert is actively supervising 'Hold Your Horses' at the Winter Garden, where he is liked by the players.

'Kultur,' which expired at the Mansfield, N. Y., last Wednesday (4) after playing 10 performances, came close to the low gross records in legit. When at 8:15 o'clock it was known that only three \$2 tickets and one at 50 cents had been sold, closing notice was posted. Show was presented by J. J. Vincent whose previous show experience was in opera, and concerts.

Shuberts took Owen Murphy's name off the program of 'Hold Your Horses' at the Winter Garden, but he's still billed inside the theatre. That Sam Berman-Russell Patterson curtain of 'Intermission,' listing Broadway familiars, includes the name of Murphy, seemingly not so easy to eliminate.

Columbia Pictures owns 75% of the screen rights and 50% of the legit production of A. C. Blumenthal's 'Eight Bells,' which he's bringing in the end of the month with Colin Clive and a British cast. It's an English piece.

Inside Stuff—Vaude

Advance build-up for Sally Rand's current week at the Paramount, New York, included as much free newspaper space as has been accorded any stage attraction to play the big-town in a long while.—Ben Serkovich is handling the fanner in New York.

Among the funny sidelights is the large number of working newspaper people and photo-graphers and camera-snapping the fan-slinger every day backstage. When Sally poses for a picture, she poses in the fans and as the fans aren't as big as Sally is, that could be one reason. The Par's lobby displays and the house ads are warm enough. On the sidewalk a board that flashes on and off shows Sally in one pose in which the fans and Sally are far enough apart to show Sally in a Minsky costume. Meaning cuticle.

New York 'Times' went hi-hat on the Par ads to give the trade a giggle. While the other papers carried Sally in the nude, the 'Times'

Inside Stuff—Pictures

rp's financing of production and studio operations will not have opposition from the other major electric, RCA Photophone. Reports that RCA might hop in with plans for a large studio in the east are officially denied. Photophone has small studio quarters at its home office on Fifth avenue for the convenience of its licensees, but will not and, because of lack of space, cannot enlarge these facilities.

The old Gramercy studio which was operated by RCA but closed down due to fire restrictions at the time of the Pathe studio disaster uptown, is now a garage with property under control of others.

The second Mae West picture, 'I'm No Angel,' opened at the Oriental, Chicago, Wednesday night (4) on its first date anywhere. Picture got \$4,800 from 6 to closing opening day; played to \$7,500 Thursday (5) and to \$7,200 Friday (7). These figures set new highs in both gross and attendance for the house.

The way the Chicago, Chicago, skyrocketed with the fair crowds in the windy city has all along showed what the exposition meant to theatres, but the B&K people are not kidding themselves into believing business won't back down when the Expo closes.

remiere stunt for Warners' 'Footlight Parade' at the Grand, New York, was further complicated by a they-shall-not-pass be-tuxed assistant, mgr., who refused to recognize press cards for the loges. He also refused to recognize any of the WB home-office bunch who sought to identify newspaper people for the loge seats.

The opening was a riotous success literally through the 4 p. m. closing of one film and the reopening at 7:30 p. m. with the cops—under obvious orders of extreme civility—being taxed to the utmost to maintain equilibrium in the general pressure of humanity.

Paramount didn't have to purchase the rights for 'Boloro' from Maurice Ravel in order to make a picture with that title. Word boloro is common name for a type of Spanish dance, and in the common domain. Paramount supposedly doesn't contemplate using the music written by the Spanish composer, but company may figure it will get its money back from publicity accruing from the suggestion that the composition inspired the film.

Sir Benjamin Fuller, now in this country with his Australian general manager, Bill Douglas, who is recuperating from an appendicitis operation in Los Angeles, will celebrate his 50th anniversary in the theatre this winter. The Antipodean showman started as a chorister in the old Savoy theatre, London, with the original company of 'The Mikado,' and has the original contract which Sir Ben's father signed for him in his behalf as legal guardian, back in 1884, to prove it.

One of life's little ironies: In the state prolog to Mae West's 'I'm No Angel' at the Chinese, Los Angeles, commencing Oct. 13, the opening act on the bill will be the Loomis Troupe.

A few years ago one of the Loomis company, his face hidden under the mask and walking on stilts, was Gary Grant. On the same Chinese bill, Grant is Miss West's leading man in the pictures.

Alice White, questioned for three hours in the bedroom of her Los Angeles home in connection with an alleged attack upon and disfigurement of John Warburton, was told by police to put on her clothes and accompany them to the station. 'You just go ahead and I'll shut my eyes,' said one of the coppers. 'What a chance,' replied Miss White, giving the cop a shove from the room.

Paramount has clamped down on further catty comments in print resulting from the back-and-forth talk between Mariene Dietrich and Mae West. Studio feels that if not stopped it might develop into a real argument. For publicity purposes the girls are great friends from now on. Word battle started when Miss Dietrich returned from abroad.

Surprise box-office development in the northwest is the manner in which releases and return engagements of pictures are clicking. 'Whoopee' and 'Platinum Blonde' are reported grossing more than many first-runs. Return engagements of 'She Done Him Wrong,' '42nd Street,' 'State Fair' and 'Kid From Spain' have resulted in big biz.

On the bill at the Paramount, A. A. this week with 'Way to Love' (Far), is a clip in the Par newreel showing Steve Clemente throwing knives, hatchets, and picks at a human target. This is similar to the knife-throwing in the Chevalier picture, which was also done by Clemente.

Stanley W. Lawton, who runs a 15-25c double feature grind at the George M. Cohan, New York, for the same reason, acquired the Broadway theatre on Broadway and 53d street from the Prudence Co., representing the owners of the mortgage. Lawton is already operating.

Group of players in Hollywood, willing to go into a short on spec, got a kick when paid off after the completion of the film, 'Tough Breaks.'

Half way through the short Gene Laymon, producer, found an angel.

Fox has fixed a Feb. 1 release date on 'Only Girl' last of the Lillian Harvey pictures made for Ufa in Berlin and remade by Gaumont-British in London. Film is being distributed in England by W. & F., chief Gaumont-British distrib subd.

Damon Runyon's 'Lady for a Day' put him in the demand class over night. U.A.'s story buy went for \$25,000 as against the nominal sum Col paid for his 'Madame La Gimp' ('Lady').

Word 'nigger' is being deleted from a few prints of 'Emperor Jones,' those prints to be used in colored houses. Word occurs 34 times in the picture.

had its artist provide Sally with trunks and a brassiere and reverse the plate.

rother of another booker who is now booking his brother's former houses, doesn't care what names he gives the acts that play for him in Philadelphia.

Standard names are being used in the billing for non-standard acts. In several instances the standards have lost good engagements in the town on the charge they played the other houses. Couple of complaints have been filed with the New York district attorney's office.

George Wh' 's 'Scandals' tab opening for RKO in Providence, Oct. 13 for two weeks, and then set for some 10 weeks for Loew's, plays 50-50 from the first dollar in most of the houses, and for a \$7,500 guarantee and percentage in some of the Loew metropolitan New York houses, also Baltimore and Washington. Loew bookings start Oct. 28 at the Valencia, Jamaica, L. I.

What may be a new low for that sort of thing was George Godfrey's \$22 offer for a team for Albany, with a jump from New York. So many acts yelled so loud when receiving the offer, it was known all over the street in 10 minutes.

San Antonio, has been made for Texas splurge in grand opera with formation of Texas Opera company to produce "Tejas," native opera with premiere here coincident with state's centennial celebration in 1936.

Opera is work of Theophilus "Tex" Mosper, and Mrs. William H. McGehee, Mrs. Harvey F. Hayes, Brownwood, librettists. Chorus in training now for series of concerts to ballyhoo production, which will enlist leading vocalists of State and possibly Lawrence Tibbett (for premiere only). Plans to tour state and outside cities. Took as our Texas' dramatic history under six flags. Edith M. Kesch immerario.

Fall Broadway Clicks Bring Crowd Pushing to Get on the Band Wagon

Big pickup on legit matters all along the line last week, directly traceable to the influx of the flock of recent hit shows. Play-brokers report a bigger for scripts than has been evidence in a number of seasons, and say that the reports are coming from a surprisingly varied list of clients.

Quite a number of shoestringers are back, with renewed hopes and dreams, and a number of would-be angels, have suddenly showed up. Several persons were heard around willing to be told about possible productions, and having cash to put up for such purposes.

According to the brokers, reliable reducers who have been on the about certain scripts seemed to indicate last week that, with the seeming interest in it they might through

rities Softeni Heard on several sides, also, that "the critics are not as bad as they used to be." Feeling here that the newspaper mob is now ready to give a break to the shows that are fair, or nearly good, whereas previously they were hunting for perfection.

Situation getting so that one of the daily legit columns mentioned "If I don't get a pessimistic note pretty soon from somebody outside of the Shuberts I won't be able to go on. Everybody's oozing optimism so much, my column every day is practically a reprint of the day before."

Fight for Belasco Name—And the Right To Switch Telephone

Los Angeles, Oct. 9. Fight for right to the Belasco as a theatre moniker, a name which has been identified with show biz for over half a century, and which now marks a house with which no behind a hot court contest here for use of a certain telephone number. Trouble started when Edward elasco transferred his theatrical operations from the Belasco theatre on Hill street to the Mayan theatre next door. He argued he had a right to the Belasco name, under which he had operated at that location from 1926 to 1933. He ordered the So. Calif. Tel. Co. to deliver all phone calls for the Belasco to the Mayan, which he and Homer Curran now operate.

Customers trying to make reservations for "Louder Please," at the Belasco, had difficulty in getting the house because of the telephone switch. Bradford Mills, new manager tenant of the Belasco, yelled that business was being greatly injured and secured a temporary restraining order compelling the phone company to direct calls for the old Belasco number to his theatre.

Case is expected to come to trial latter part of October. In protesting the injunction Edward Belasco recited the long history of his family, the late David Belasco, Frederick and himself, and indicated that he would make every legal effort to prevent the Petroleum Securities Co. (Edward Doheny interests), from retaining the title for the house.

Bradford Mills, David Belasco had established theatres by that name in New York 30 years ago and in Washington, D. C., 20 years ago. Edward and Frederick had a Belasco show house 20 years ago on Main street, in L. A. The family had been in show biz in various parts of the U. S. for 60 years. This tradition and reputed Edward Belasco is determined to retain for himself and his associates.

Name of Belasco theatre, however, was appended to the Hill street house in L. A. by the late David Belasco leased it, at the suggestion of the late Edward Doheny, Jr., according to attorneys Samuel Hill and Paul Ziegler for the Doheny interests.

Two Producers Claim Miss Menken's Service

Whether Helen Menken is to appear as the lead in George Abbott and Philip Dunning's "The Drums Begin," by Howard Young, or whether she is to support Helen Hayes in "Mary of Scotland," which the Theatre Guild is preparing, will be decided by arbitration. In the interim Miss Menken is rehearsing with latter show. "Drums" was to have begun rehearsals this week. Abbott & Dunning claim Miss Menken's services on the ground of priority. The actress had the contract agreed on in her possession and is said to have verbally verified her acceptance, although she never signed on the dotted line. She also expressed her preference to play in "Drums." Suddenly and to the surprise of Abbott & Dunning she went to the Theatre Guild. Latter not only gave Miss Menken a run of the play contract at a higher salary than offered by the two firms, but guaranteed her from eight to 12 weeks.

Understood that Theresa Helburn, managing director of the Guild, telephoned Abbott & Dunning, asking that they postpone "Drums." Answer was that they could not because preparations were complete with the exception of Miss Menken. However, the two-firm figure that Miss Helburn's request strengthens the claim of priority.

AMATEURS GRAB LEGIT OPENING

Pittsburgh, Oct. 9. Little theatre movement here was given an impetus last week with the organization of a Pittsburgh Playhouse, an outgrowth of the Pittsburgh Summer Playhouse. Same backers behind the proposition, with M. E. Fierst serving as general manager. Showing of summer group, which presented six Broadway hits, surprised sponsors, leading to an unexpected enthusiasm over new enterprises.

Unable to secure a legit site, Civic group figures to add tone to the venture by presenting plays in the swanky Hotel Schenley. Stage is being built in one of the ballrooms and shows are to get a week's run, one every three weeks, under a subscription operation.

It's figured that now's a logical time for the little theatres to get set locally inasmuch as there's only one legit stand here this season, Nixing, instead of the customary three, and no stock troupe at all. Talent is to be recruited locally, with an occasional guest star in prospect.

Name Bands in Revues Nixed by Musicians

New York musicians' local has put a ban on unit orchestras with musical shows. Means that the name band thing is out as far as revues produced here are concerned. Under the ruling the hiring of any musicians for a show is left strictly to the house contractor.

Jessel's Yiddish Play

George Jessel will appear in an American version of "Motke Ganif," by Sholom Asch, next season. Novel is being dramatized by Maurice Schwartz, vet Yiddish actor, who will also stage the piece. After Schwartz gets through adapting the novel to a play, it will be adapted into English. Schwartz will not appear.

Norman Lights Part

Casse Lehman Light has obtained a divorce in Reno from Norman Light, manager of the Winter Garden, N. Y. Couple were married several years. She is said to be the daughter of an owner of the Fair, one of Chicago's largest department stores. Light is a kin of the Shuberts. No all

—That's News!

Courtney Burr, among the newer Broadway managers, was more than surprised at the hit, notices, and capacity business of his "Sailor, Beware" at the Lyceum. That goes for others in the Burr outfit, which has a four show production schedule and rated "Sailor" having the weakest chance.

To recuperate from the pleasant shock, Burr boarded a boat for Bermuda Saturday taking along Julius (Dude) Harris, "supervisor" of the Burr outfit. But before he departed Burr raised the salaries of the entire cast, as well as the house staff, being the exception to the rule that when a manager produces a hit he turns heel.

\$1.65 Opera Seats Go But Need a Campaign To Fill Free Chairs

Minneapolis, Oct. 9. During the four nights' run of the Civic Opera Company's production of "The Bohemian Girl" audiences ranged from 6,000 to 7,000 paid admissions at \$1.65 top, but 3,000 seats free to the public were practically unoccupied at the first two performances.

Newspapers in gratis publicity stories stressed fact that "something free was going begging" and the free sections were pretty well filled the last two nights.

Productions of company are a civic project and the shows get the use of the municipal auditorium free. City's show houses don't relish the opposition free seats.

Another Burr Play

Courtney Burr whose "Sailor Beware" at the Lyceum looks one of the early season Broadway hits, is readying another for pronto production, "All Good Americans," by S. J. Perelman.

Burr will start to cast as soon as he gets back from a Bermuda vacash with Dude Harris whom he took along on a short trip sailing Saturday (?) on the S. S. Monarch of Bermuda.

Authoring Mates

Sidney Phillips has two scripts for early production. One is by Aben Kandel and the other by his wife. No collaboration but two separate plays.

Phillips' headache now is whether to be a gent, or a hard-boiled impresario.

Shubert Default Charge in 'Horses'; Case Before Guild, Year Ban Possible

The Shuberts face the possibility of ban of from six months to one year from production by the Dramatists Guild of the Authors League of America, through the dereliction charged against J. J. Shubert in the matter of "Hold Your Horses," Winter Garden, N. Y. Allegations of breaches of the Basic Minimum Agreement were filed by three of the writers and composers of the score.

Failure to pay royalties to Russell Bennett, Owen Murphy and Robert A. Simon, three-way song writing team and yanking Murphy's name from the billing are the principal complaints. Bennett and Simon were paid their royalties after a delay last week, but not Murphy. Shubert claims that Murphy abandoned the show. The writer declares that Shubert refused to take him to Boston where the first performances were given. Murphy is known to have attended all rehearsals in New York prior to the Boston date. Fact that the manager would not permit Murphy to go to Boston was one of the differences between Shubert and the show's star, Joe Cook.

Cook Loses 20 Lbs.

"Horses" is being revamped under the direction of young John Shubert and has been playing to virtual capacity, more than holding the pace of the initial week. Strenuous rehearsals and the many arguments precipitated by J. J. re-

Charges of Ticket Resale Gouging Bring Action by NALT to Police Agency Trade, Swank Clubs Called

1st Minneapolis Road Show Date in December

Minneapolis, Oct. 9. Unless some other booking is obtained in the meanwhile, the Metropolitan, legit road show house here, will not open this season until Dec. 11, the latest opening in local theatrical history.

Initial offering will be Katharine Cornell in "Barretts of Wimpole Street" and "Romeo and Juliet" for three days. With the Shubert, dramatic stock house, dark, the city for the first time is without spoken drama.

RIVAL FILMERS JUMP BIDS; 8 B'WAY HITS

Although announced as and generally understood to be in the bag for Paramount, completion of sale of film rights to Courtney Burr's "Sailor Beware" is being held up by a counter offer from Metro. Par had a three weeks' bid on the show in at \$45,000, but now must meet or better Metro's \$50,000 bid.

lecture deal for the show, which opened Sept. 25 at the Lyceum, New York, won't be consummated until it has run three weeks, after which the authors share in the sale. They are Kenyon Nicholson and Charles Knox Robinson.

Another new legit for which there is considerable Hollywood bidding is "Mark in White." Four offers are in, with Metro reported topping the others on this one also at \$50,000. Warners bought "Heat Lightning" for a reported \$15,000. Piece closed at Booth, New York, 7.

Itter Sweet' in Chi

Chicago, Oct. 9. Itter Sweet' is set for Chicago opening on Nov. 5. Show has never played the town. Shuberts secured road rights.

Now booked for the Texas State Fair in Dallas.

resale of theatre tickets as formulated the committee of the National Association of the Legitimate Theatre, under the National are anythi brokers. are putting forth all sorts: arguments to bring about an amelioration of the restrictions.

They have again revised the estimate on the number of agencies which could exist under the new rules, limiting rémums to not more than 75 cents per ticket. Not more than a dozen could get by, they say.

There are actually 32 brokers licensed by the ticket committee. If and how the list is to be weeded out is a subject for consideration and before the problem is settled, further disputes is likely. The legit code rules are not supposed to deny a license to any recognized ticket broker. Leading brokers believe the error in the new control system lies there. Changes in the ticket rules are largely a matter to be disposed of by the NALT general or emergency committee.

\$8.80 For \$3.65 Ducats

rices in excess of the 75 cent limit over the box office rates are reported having been charged, with one of the leading clubs first involved. A member of the Racquet and Tennis club says he bought two tickets for the \$3.85 show, "Hold Your Horses," paying \$8.80 each. Ducats were obtained through a person having the ticket concession in the club, it is said. The (Continued on page 48)

CRITERION CLUB FRIARS' REFUGE?

The Friars abandoned their clubhouse at 110 West 48th street, N. Y., known as the Monastery, last Friday (6), after building and occupying the spot since 1916. Explanation given is to the effect that the place was too costly to operate. But though the Friars may be a bit down they are not out and various plans to build a new street between Fifth and Sixth avenues. Criterion is elaborately outfitted, it being the quarters of a group of young and formerly wealthy men who though they are still operating, cannot take it any more.

Cost of moving estimated at \$15,000 including advance rent. Proposal is to raise the coin by the issuance of certificates of debt of various denominations up to \$1,000. Already a group of Friars has guaranteed to accept the certificates. It is proposed, too, to stage a Frolic with the Friars at the beginning of the year, with the expectation that the public will rally to the support of the organization, also advertisers.

Hotel Astor, re Tem In the meantime the Friars' headquarters at the Astor hotel. Despite quitting the Monastery a general meeting was held in the great hall Sunday (8) when it was definitely decided to stick. Committee to decide on new quarters consists of Walter C. Kelly, Lou Holtz, Harry Delf, Jack Henry and Irving Cassin.

The club men who looked over the Criterion state that it can be operated at one-fourth the cost entailed in running the Monastery. Friars had 40 employees. Wages, cost of feeding the employees and the cost of the building, including a total of \$100,000 annually. It is necessary to run a pump, continuously and the coal wagon was backed up on the payment almost daily because the bus had small capacity. (Continued on page 48)

Mencken Quits

Henry L. Mencken quits the 'Am. Merk', which was founded to be the megaphone for himself and George Jean Nathan. Mencken wanted to quit some time ago, but stayed with the publication to tide over the doldrums of depression. Now that things are picking up he is going on the loose. His valedictory is that he's been long enough and that any magazine should acquire a new chaffeur about every decade.

Wants to have time to work on his books, which Knopf will publish as usual. No break there.

Henry Hazlitt comes over from the 'Nation' to replace.

adam

Gene Gauntier, veteran scenarist of the Kalem company, and with a volume of reminiscences and a novel of the stage to her credit, takes a bow with 'Sporting Lady,' in which she follows in the footsteps of Beth Brown's 'For Men Only' without treading on its heels.

Both books deal with owners of bawdy houses, but where the Brown volume was opulently rich with the atmosphere of the New Orleans dives, Miss Gauntier has made her volume a biographical, rather than a descriptive book and tells in fluent narrative of the life of Cora Simmons, Kansas farm girl, who falls in love with a member of the James Boys' gang. He is killed in a raid before they can go through a marriage ceremony and with her fatherless child, the pleasure-loving heels of the only woman. She prospers but in the end the twilight falls and Cora shuffles off via the poison route; the only point in the story where Miss Gauntier goes commonplace. Cora is neither glorified nor condoned. It's the unvarnished record of what might have been regarded as autobiography by reviewers who do not know Miss Gauntier's career for the past 30 years. She works from acquired facts but gives them the photographic verity which comes from her valuable training as the writer of picture scripts a week in the old one-reel days.

Nothing hectic nor erotic, but a well told story thoroughly worthwhile. Published by Alfred King.

Cash for Letters

The Nettie Fowler McCormick Biographical Association of Chicago is inserting boxed-ads in newspapers throughout the country requesting persons who have letters, etc., written by the wife of the farm implement king to send them to the association. Mrs. McCormick's family will be glad to make 'appropriate payment' for such papers, the ads state. The association, headquartered at 664 North Michigan avenue, is gathering material for a Biography of Mrs. Cyrus Hall McCormick.

Busy Visitor

Dr. Michael Foldi, editor-in-chief of 'Atheneum Press' in Budapest, is in the United States on vacation and biz. In the Hungarian capital Dr. Foldi edits three dailies, for magazines, and puts out about 60 books yearly. In New York he'd like to pick up some features.

One of the first things Dr. Foldi ordered bought after his arrival here was the Hungarian rights on 'Believe It or Not'.

Short on Short Shorts

Unprecedented demand around short shorts. Very hard to get, most writers seemingly not realizing that it's a pretty easy way of picking up some quick cash. 'Colliers' and 'Liberty' are among the leaders of the mags using short shorts and both working as close to the line that they don't like it. Actually it's not easy to pick to turn out the one page yarns. Has to be continuity and story construction with innuendos or fancy business and yet with some color. Try it and see how tough it is.

Old and New

Eugene Reynal, head of Blue Ribbon Books, one of the biggest of the reprint book houses, who recently acquired sole control of the concern from the group of publishers who established it, is entering the field of new book publication apart from his other activity. With Curtice Hitchcock, Inc., a general publishing house, which will publish lines of fiction and non-fiction books, Hitchcock will serve as the editorial head of Reynal & Hitchcock, Inc., and now drawing up a list for the new concern. First book under the imprint will be out around the first of the new year.

Relativity

Sanford Greenburger, New York literary agent of Jacob Wasserman, received a letter from the German exile last week saying 'a fragment' of Wasserman's new novel was coming by separate mail for consideration of publishers here.

Fragment was ten pages.

Stranger, They

John Dos Passos has gone home but the story lives after him in Madrid. The author was bedfast with an attack of rheumatic fever when a stranger came to his hotel and introduced himself as a doctor. He heard that Dos Passos wanted to sell the second-hand car with which he had been touring Spain, and offered to buy it. But first, since the writer was ill, wouldn't he take some pills, he had which might cure that fever? Dos accepted but didn't try them.

Then X suggested he be allowed to try out the car for a half hour or so, and the owner consented. Dos Passos failed to hear further from his prospect and went to sleep without a word about the whereabouts of his machine, which he hoped to sell for 1,500 pesetas. The next day the district police received a letter telling them where they could find the automobile. The letter failed to reveal that the four tires had been stolen.

ore Guilds

Twin Cities scribblers have organized the Newspaper Guild of St. Paul and Minneapolis. Group met for the first time Sunday (1), and elected officers.

R. S. Giffman of Minneapolis was chosen prez; A. J. Crocker (St. Paul) and Charles Eberhardt (Mpls.), vice-presidents; Gus Wollan of St. Paul, secretary-treasurer. Gov. Floyd B. Olson was elected an honorary member.

Purpose of the guild is to fix a standard for scribblers' salaries—try to keep 'em there. Also to dissipate any evils affecting local newspapermen as these evils arise.

Representatives of 21 newsmen from Duluth attended the initial meeting and joined with the Twin Citizens in their protest.

Pubs Elect

New president of the National Publishers' Association, elected at the organization's annual convention last week at Shawnee-on-Geese, was William B. Warner, He's of 'McCall's Magazine'.

Other officers elected were A. D. Mayo, of the Crowell Publishing Co., first vice-president; P. S. Collins, Curtis Publishing Co., second vice-president; F. L. Wurzburg, Conde Nast Publications, secretary, and Roger W. Allen, Hat Trade Publishing Co., treasurer. Continuing as executive secretary is George C. Lucas.

Second Secti

Section two of 1933, a Year Magazine, will be out Dec. 1. Bob Brown, Sam Putnam and Norman McLeod are the better known names in the issue, with J. Louis Stoll, editor, pointing out that he's using more new names than in the first issue. He also says he's confident that Section Two is going to be one of the finest issues a little magazine has ever offered.

Mag has also added a book review section, with reviews of important books by important people.

Back Home

H. Knickerbocker, 'Evening Post' foreign correspondent, is back in New York after European travels and writings. His Nazi articles especially caused considerable comment during the past months. Knickerbocker is the latest name newspaper man to be given an offer by Hearst, who seems definitely set on grabbing up everybody available. H. R. hasn't said yes, no, or maybe yet.

East to Top Off

Achmed Abdullah, now on the coast writing for 'Warrior' elsewhere, returns to New York in three weeks to complete his novel, 'Her Royal Highness,' which Farrar & Rinehart has purchased. Same house will issue his 'Cat of Nine Lives,' memoirs, in November. Latter, as well as the former, will also run serially in 'Cosmopolitan.'

Far From Adverse

One of the most remarkable cases of book-pushing is Farrar & Rinehart's handling of 'Anthony Adverse.' By a comparatively unknown author and priced at \$3.50 book didn't seem to have too much sale chance. But it got very fine book reviews and the publishers began working hard on spreading the reviews around and making them useful towards sales. Book is an astonishingly successful best seller now. Astonishing for these days, that is.

Time has averaged about 7,000 copies a week for the past six weeks, and reached its highest peak Wednesday (4) when 8,900 copies were sold. Book has 224 pages of pretty small print, which does away completely with theories about big books being hard to sell, as well as almost all other theories about anything as regards books.

Men's Quarterly

David A. Smart and W. H. Weintraub break into the class mag field with a fine, high-grade quarterly that's aimed strictly at the male trade. With plenty of money behind them the mag's first issue, due next week, comes with every toponote mail writing name in the country, running from Ernest Hemingway, George Ade and John Dos Passos to Bobby Jones and Gene Tunney.

Edited by Frank Gringstedt, out of Chicago. Mag reminds of 'Vanity Fair,' though for stag readers. Planning to become a monthly.

Authors Agent Now

Literary department of the William Morris agency, which under James J. Geller has confined itself to the play and picture field, is expanding to include also a mag and book service. New department is under the direction of Sara Sewall Haggard, who will serve as Geller's associate. Mrs. Haggard is a former associate editor of 'Delineator,' and widow of the one-time 'Cosmo' editor. With the addition of Mrs. Haggard, the Morris literary department will give scribblers complete representation.

Ever Hopeful

Ranks of the pamphlet publishers, rapidly expanding in the past year, is further increased by a new publishing house, Washington Press. Organization is headed by Louis Raph, who plans to get out a number of pocket-sized books to sell for 25 cents or less.

Washington Press starts off with two works, both from the foreign, which go on the presses shortly in English translations. Raph now looking for non-fiction pieces of around 5,000 words by American scribblers and will take everything that looks good.

Related News

An upstate (N. Y.) Gannett daily which prides itself on an up-to-the-minute news policy, carried in the news section on October 5 an AP story from Pittsburgh telling of the new section on the 'Nixon theatre' in that city 'last night' of Eugene O'Neill's 'Ah, Wilderness.' Show opened in New York on Oct. 2.

London's Newspaper War

England's newspaper circulation battle, which quieted down, flared up again about a month ago and is in top flight. The several dailies gave away prizes of great value and in wide variety—anything from a college course to motor cars and outfitted cottages. As a result of the campaign the London 'Express' reached a circulation peak of 2,225,000 copies, largest distribution of any newspaper in the annals of journalism.

'Express' is reported having ordered 50,000 copies of 'The First World War,' Laurence Stallings' picture story of the calamity. Books will probably be given away in the present of the circulation struggle.

Another Looming

Regarding the recent item in this department about the U. S. diplomatic service, here's the picture situation in New Brunswick. Ralph G. Day, one of the publishers of the Weekly Maritime Tribune, announces he also is planning a new daily, providing he can surmount the obstacles thrown in his way.

Better Than Cuba

Nicholas Roosevelt, who used to be quoted in the U. S. diplomatic service, has become a newspaperman for better or worse. He's with the 'Herald Tribune' as editorial writer.

Mr. Roosevelt was U. S. minister in Cuba for a while.

Best Sellers

Best Sellers for the week ending Oct. 6, as reported by the American News Co., Inc.

Ficti

'Anthony Adverse' (\$3.00)By Hervey Allen
'No Second Spring' (\$2.50)By Janet Beith
'Master of Jalsa' (\$2.50)By Mazo de la Roche
'The Farm' (\$2.50)By Louis Bromfield
'Vanessa' (\$2.50)By Hugh Walpole
'Two Black Sheep' (\$2.50)By Warwick Deeping

'He Begins at Forty' (\$1.50)By Walter B. Itkin
'100,000 Guinea Pigs' (\$2.00)By Arthur Kallet & F. J. Schlink
'Crime of Cuba' (\$3.00)By Carlton Beals
'Marie Antoinette' (\$9.50)By Stefan Zweig
'Twenty Years a-Growing' (\$2.50)By Maurice O'Sullivan
'Archives of the Years' (\$2.75)By Halliday Sutherland

Scribes' League Session

New League for Newspapermen met Sunday night (8) again and discussed a constitution, getting it pretty well framed. General meet has been called for Wednesday (18) at which the document will be ratified or revised as a step toward the functions of the body.

Election of officers has been deferred until after ratification of the constitution, with that to come on Wednesday also, if the earlier discussion doesn't take up too much time, otherwise at a subsequent meeting.

Kickback

Because the California Newspaper Publishers' association recently studied the question of free publicity from the motion picture studios and campaigned to have all such copy cleared through a central body, the film p. a.'s have decided not to co-operate with the press body on a convention annual. CNPA had hoped to partially finance its convention at Santa Barbara, Calif., in January through the annual and codies of ads from the studios.

Another Shovel

Those three lads who recently formed the Bow-Man Publishing Co. have added another mag to their chain, making them perhaps the foremost of the sexy mag publishers. Their latest is called 'French Night Life Stories,' and follows the usual pattern. The Bow-Man trio are S. Boehm, J. Mann and B. Blackstone.

i Hat

'Scandals' the tab weekly newspaper will become a mag with the next issue and turn 'smart' if possible. Idea is to work into a 'New Yorker' policy, though not all at once. Joe Harvey, the publisher, had plenty of mag publishing experience when with Munsey.

Chatter

Harold DeWolf Fuller is doing two-column feature for the 'Literary Digest' under the title, 'About Books—and Their Authors.'

Whit Burnett hosting at tea for George Milburn, Thursday (12).

H. Hamlin, former 'New York Herald' correspondent in Berlin, back in New York.

New York book publishers went political last week long enough to pour some tea for La Guardia.

Little, Brown says it wants to spread out with 'new, young writers.'

Whether or not Farrar & Rinehart know the identity of their mystery story scribbler, Q. Patrick, it's the writing name for the team of Martha Mott Kelley and Richard Wilson Webb.

John Held, Jr., starting off the Dutton series of literary talks.

Cosmo Hamilton to London, leaving behind a new novel for winter publication.

The screenized 'F.P.' around before the book, and getting better notices, too.

Francine Findley's 'Treeless Eden' hailed as another 'Anthony Adverse' in size, that is.

Gotham House in new quarters, and off Fifth avenue.

Alfred Dashiell, the 'Scribner's Magazine' editor, will do a volume for Long & Smith called 'How to Write Short Stories.'

C. Hartley Grattan doing a biog of Woodrow Wilson.

J. A. Callahan, formerly associated with newspapers in Grand Forks (N. D.), Minneapolis, San Francisco, Seattle and St. Louis, has bought a controlling interest in the Mankato (Minn.) 'Free Press,' daily ra.

Big Top Tours

(Continued from page 1)

the highest gross. No more will it be one man sitting on the throne and telling shows where they can't play.

Under the new Gumpertz plan general agents will get together and discuss territory. If the Al G. Barnes general agent can show why he ought to play Chicago ahead of the Ringling show, and can convince Gumpertz he's right it's going to be okay by Gumpertz. That show will play Chicago. No more telling him, as was the case this year, that they can't cross the Mississippi. That kind of routing is out. Incidentally, the Barnes outfit for 1933 rolled up a net profit. Yet during its season it was forced into many small spots, generally admitted unprofitable.

Another change which has the old sawdust rings buzzing is the new shining personnel slated to head off this spring. One among the most talked-about changes is Clint Finney to be general agent of the Barnes show. At present Finney is manager of Ripley's 'Believe-It-Or-Not' concession at the World's Fair. An old-timer and once piloted the 101-Ranch into New York and the east for one of its greatest seasons.

Personnel Changes

Finney, if all present plans stick, will replace Ben Austin. Another old-timer, D. Newman, who has heard of the changes underway left California for the east. Jake's been away from the white tops for some years and it's not likely he'll be able to convince Gumpertz he should be back.

Gumpertz also has 'abouts abroad,' especially in the tropical countries digging out new ideas for programs and freaks. Also planned to bring over many European acts for next season.

Originally planned to close the Hagenbeck-Wallace shows early. Now the show won't close until Nov. 11. Town will be Wichita Falls, although that's not set. However, show will do a strip of Texas for the next 30 days, thereby proving to Gumpertz that show can get money even after the persimmons are ripe. Ringling show calls it a season at Memphis on Oct. 28 and will run from there to Sarasota winter quarters. This adds a few weeks to the big show season, which if it hadn't been for Gumpertz would have been over now.

House Clean

All things Gumpertz plans for next season are not yet out of the bag. When they come it will bring surprises and plenty of 'em. Meantime it appears that the old-timers who won their spurs on ability and knowledge of troupers are going back to their jobs. Desk boys and pensioners are on their way out. Looks like even John Ringling can't save some of them. Next season will give the old-timers a sort of battles Sells-Floto and Ringling used to stage in 'Frisco and which for weeks carried the front pages.

Short season is a comparatively recent development. Shows used to keep out until well into November. 'Clipper' route list for 50 years ago (1933) gives the dates shows left out, including Sells. Only Barnum & Bailey and Forepaugh were in winter quarters. Most of them were pretty far south, but they were out. Sells closed in Kentucky Dec. 1, and Cole's circus did not close until Dec. 26.

'Liberty'—II-American

'Liberty' will print an All-Player, All-American football team this year, and has just solicited coaches and players from all the nation's colleges to contribute nominations. Details of the selections are being handled by Norman L. Sper.

PREACHERS TURN TO MAGIC

200,000 Legion Men Give Air Show Biz 200,000 Headaches

Chicago, Oct. 9. Little known statistics of the American Legion parade here last week:

All business offices of theatres, agencies and stations closed at 1 p. m. Nobody could get back from lunch. Twenty-nine stenographers still lost.

Agency and station men in the Tribune tower marooned for 28 hours, during the duration of the parade. WGN staff lunched and supped on candy from the basement store as there's no restaurant in the building.

Approximately 66 persons injured by trying to stand on collapsible baskets and egg crates to see the parade, after having paid from 35c. to \$1 for sold crates.

196 women got the Legion treatment and liked it. New treatment in the hands of three legionnaires with a storage battery and electrical soldering iron. One guy on the battery which is strapped around the waist, one guy handling the electrical contact while the third doctor saw to it that clothes didn't interfere with the electrical treatment.

6,897 paper bags filled with water made rain for passers-by outside the Morrison and Sherman hotels.

2,300 patrons at the Palace theatre had to use the rear-door exit because Legionnaires in the Elks maroon hotel in the same building were playing a fire hose on the entrance to the theatre.

14 Balaban & Katz execs decided not to put up the Mae West 'Tm No Angel' front on the Oriental building until the Legion got out of town. Just used some one-sheets and 8x10 photos and let the muggs steal 'em if they want 'em.

Four loop picture houses rushed in with war newreel flickers to catch the Legion coin, but the boys from over there paid their coin for Sally Rand.

850 street cars held up by Legionnaires and not permitted to proceed until the motorman had forked over seven cents, this city's street-car fare.

Scripts of all legit shows rewritten to include off-stage bombing and gunfire, with the show being done in pantomime, since it was impossible to be heard above the war din outside.

8,465 hotel pillows sliced open to pour the feathers out of the windows.

MARRIAGES

Kate Curling, member of Abbey Theatre Company in Dublin, sailed from England on Laconia to marry James J. Wall in Philadelphia, Oct. 14. They met while she was touring America with the company early this year.

Dorothy Blal, lawyer with Warner Brothers, married Sept. 21 to Harold Greenstein, assistant attorney general New York State, about U. S. liner President Harding when boat sailed from Southampton. Ceremony performed by Captain Cummings.

Dorothy tanfield-Lyle, dancer and actress, to Hugh J. Claudin, in Los Angeles, Sept. 30.

Jane Cobb to Bruce Niles, Oct. 2, Los Angeles. Bride is daughter of James Cobb, Fox sales representative in Boston.

Marriage June 10, but just announced in the home town, was that of Carolyn Kay Shafer of Los Angeles (formerly of Evansville, Ind.) to Frank Edwin Churchill of Los Angeles. Mrs. Churchill is a secretary of the Walt Disney studio and Churchill writes the scores for the Mickey Mouse and Silly Symphonies series.

Jean Elizabeth Markey to John Omar Judge, June 10, Oct. 2. Groom is an assistant director at Paramount and a brother of Arline Judge. Bride is daughter of Deputy Sheriff and Mrs. J. S. Markey, Beverly Hills, Calif.

With her divorce two weeks old Mary E. Duprey, giving her age as

Did You Know That—

The Al Jolson are redecorating their Scarsdale house and will occupy it during their New York visits. . . . Cammie Cameron, (Four Camerons), wife of a Chicago doctor, has gone in for laboratory research in a big way. . . . Mrs. Jack Benny and Mrs. Jack Pearl had a grand shopping spree the other day. . . . The sister of a well known ingenue will soon remarry her first husband. . . . Ralph Blum's life is one trip after another. . . . Washington these days. . . . According to the science of numerology, Gertrude Vanderbilt may become Ruth Emerson and Virginia Smith should really be called Diane Hungerford. . . . Joan Crawford was the first lady of the screen to endorse Charbert perfume. . . . Eddie Sullivan gets up at 4 a. m. to go fishing. . . . They say Phyllis Haver and Billy Seemon's new white and blue pent house is a peach. . . . The local lights are all twitter buying frocks for the opening of the Mayfair. . . . Charlie Morrison entertained his small daughter at Dinty Moore's for lunch the other day. . . . Bobbie Harris stamped her foot when a saleslady informed her that one of the new monkey hats would just suit her. . . . A current musical may acquire a new leading lady, if one is to be found.

Stiffer Nite Club Tax Lessens Mpls. Opposish

Minneapolis, Oct. 9. Film circles here anticipate less nite club and beer garden opposition for show houses as a result of a new \$200 additional license for such establishments, furnishing entertainment as well as beer and food. Hundreds of these places have sprung up in the past six months and have diverted much trade from the theatres. License fee up to this time has been \$50.

MURPHY'S MADHOUSE

Bob Murphy is working on a nifty idea to be labeled Murphy's Madhouse. The vaudeville is not new to the cafe biz, having had Murphy's Cellar on Broadway some years back, and as a roadhouse in Culver City, Calif. Jimmie Gillespie may be in on it with Murphy.

30, was married Monday morning (2) in Lincoln, Neb., to Fletcher E. Jones, listed as an interior decorator from New York and 26. Miss Daney was formerly married to her partner in the act, Eddie Medley, and she's still working with him. Theatre pub man tried to get them to get married on the stage, but they beat him to it in county court. Duane Claitor to Sayra Fitzgerald at Omaha, Sept. 30. Two long known on air as Duane and Sally KOIL. Both also worked in business office at KOIL.

Alicia Richey to Frank Dine, assistant director at Paramount, Yuma, Ariz., Oct. 4.

Intention to have been filed in Los Angeles by Albert Williamson and Philip Chandler. Latter is a son of Harry Chandler, publisher of the L. A. Times.

Marcelle Miller, showgirl, to John H. Sweeney, New York, Oct. 6.

Marcelle Edwards, showgirl, to Thos. F. Manville, Jr., Greenwich, Conn., Oct. 8.

Shirley Phillips Abbott to Donald Stoddard McKay in Hollywood Oct. 7. Bride is non-professional. Groom is a United Artists sound engineer and the son of Nell McKay, general manager of the Mary Pickford company.

AMATEURS BEGIN WHEN PROS DROP

Paraphernalia Builders Turning to Amateurs for Sale of Magic Equipment—Two Continue on Road

TOO MODERN

Hollywood, Oct. 9. With the drop in popularity of magicians during the past decade, builders of magical apparatus are now looking to commercial and amateur fields as outlets for their product. Best buyers of magic paraphernalia are misters and doctors. Former find that it interests Sunday school kids, keeps them from scribbling in the hymn books; latter, because of their experimental mind, look on magic from a scientific standpoint.

Many things have contributed to the downfall of the professional magician. Mainly the construction of theatres where reinforced concrete is used kept the disappearing lads from building traps and other equipment used in their business. Unable to tear the traps apart, the magicians found it impossible to stage large production illusions. Smaller hand magic didn't impress their audiences so their profession started to slip.

Of the big magic shows which flourished in this country 20 years ago, Thurston and Blackstone are the only two continually on the road. Carter the Great did a flop at the Chicago Fair, and is now in San Francisco planning to take a show to China and Japan. The Great Raymond has been inactive for the past two years, but recently announced he was building a show to take to Australia.

Century Names

At the turn of the century, magic was one of the popular forms of entertainment in this country. Every section of America had its fav magil. In addition to those mentioned, the Great Lafayette, Keller, Herman the Great, Powell, Fasola, Chafalo, Ching Ling Foo and Ching Ling Soo were magical names in both the cities and hinterlands.

In connection with the latter pair, Foo was a Chinese, Soo a Scotchman named William Robinson, who posed as a Chinese for professional reasons. Death of Robinson (long assistant to Alexander Herrmann), on the stage of a London theatre in 1918 is one of the mysteries of the mysterious business.

Robinson featured an illusion known as the Phantom Bullet. He allowed an assistant to shoot him, the bullet supposedly passing through his body. Trick is technically known as a pass with the assistant substituting a blank cartridge. Robinson always allowed the assistant to load the guns, took care of the gimmick on his person which showed a ribbon passing through his body, supposedly the course of the bullet. On the day of his death, he visited all his friends, and passed all his debts, said goodbye to his close friends. It was known that several days previously Robinson and his wife had had a violent quarrel. That evening on the stage of a West End theatre he prepared the loading of the guns himself, contrary to his practice. The Phantom Bullet trick he bid farewell to his audience, something he did not do in his usual routine. He walked upstage, gave his assistant the signal to fire, and fell dead on the stage with a bullet through his heart. Later when the second gun was examined, it contained a real bullet. No satisfactory explanation of the tragedy was ever given.

Cabinet Maker

Largest magical equipment house in the world is the Floyd Thayer

Calif.'s Oke on Nag Betting Hits Politics, and Off for One Year

SPECS STUNG ON POLO GROUND BALL DUCATS

New York's ticket specs drew lean pickings from the world's series ball games and most agencies were lucky to break even. Delay in delivery was charged against the Giants' business office. Tickets bought in blocks of three were not delivered until four days prior to the first game last Tuesday, in New York. Intervening was a Jewish holiday and Sunday, affording limited chances for distribution.

One agency received its allotment of 400 seats on Saturday and returned the ducats promptly. That broker drew a break because the series ended in Washington. Had there been a sixth game, which was pencilled in for the Polo Grounds, the specs would have cleaned up. Giants are the best bet of each set.

CHAIN GROCERS GRAB SUDS PROFITS

Los Angeles, Oct. 9.

Stores that mushroomed all over the city for the sale of bottled beer exclusively following the legalization of brew are now doing a quick fade as the result of cut-price competition from the chain grocery stores.

Beer currently is a glut on the market, a direct contrast to the scarcity of good bottled stuff during the few months immediately after beer's legalization. For awhile the exclusive beer stores did good biz and at top prices but now they are disappearing as quickly as they came into existence with many of those still remaining hollering red ink.

The solo-beer spots got it in the neck when the chain stores learned that they could use the beer at cut prices for come-ons. Not unusual now for the chains to sell local stuff as low as 5c a bottle plus bottle deposit at sales, while imported English ale and Japanese beer that used to fetch 50 a bottle at the beer stores being now sold for three for a quarter.

Co., in Los Angeles, Thayer, a cabinet maker by trade, was employed by Keller to build a cabinet when the magician was playing here. He became interested in magic, started to build hand tricks, later getting into the illusion building. Some of the largest illusions built have been conceived by Thayer. His plant has magic equipment valued at over \$300,000.

Most of the work now done is for amateurs who practice the art of making things disappear to amuse their friends or kids.

Best known amateur is W. W. Durbin of Kintin, O. Durbin has three carloads of equipment, travels all over his state giving performances gratis. He is the president of the International Brotherhood of Magicians, an organization formed to uphold the dignity of the black art and fight exposures.

Magic is an expensive pastime. Amateurs usually start with a few hand tricks costing around \$5. After they are in it for a while, that is if they keep it up, they find that magic keeps them broke, for by the time they get into illusions they are trading in important money.

Hollywood, Oct. 9. Though California voters okayed race track betting at the last election, internal strife among the numerous track developments, promoters and politicians have made horse racing almost impossible being for next fall. Latest trouble is between Hal Roach and his much publicized Millionaire turf club, and H. O. Comstock, who holds the lease on the uncompleted Los Angeles Jockey Club track at Baldwin Park, formerly the Barnes circus winter quarters.

Fair planned to consolidate their interests but Roach, who originally planned to have 500 millionaires in his club \$5,000 per head, didn't want to commit himself or his group until he had at least 200 members. Comstock, on the other hand, couldn't see a flock of owners, preferring a small list. Both claim they'll continue their racing interests but on separate plans.

High Hating. Meanwhile California's high hat socialite racing commission won't talk to any one, nor will it issue any permits for the merry-go-rounds. Governor appointed a commission, headed by Carlton Burke and all horsemen but from the social polo crowd. Much criticism has been directed toward the appointment. General belief being that, while they are all above reproach, they don't savvy the racing racket and will be push-overs for the smart mob who follow the hay burners.

About 10 tracks have been proposed in the state, none getting anywhere except the Comstock oval which is about half completed. Alexander Pantages announced the building of a track, but it got no farther than his proposed new circuit of theatres. Norman Church and Joe Smoot have also announced plans for tracks in Southern California.

'Leggers Say They Can Meet Prices of Legal Hard Stuff with Taxes

Park & Tilford, one of New York's best known fancy grocers, inserted page ads in the dailies last week, scheduling liquor prices in case lots, offering delivery when repeat comes. Requirement is that each prospective customer must deposit \$10 with each order. The firm's stock jumped more than six points in Wall Street the following day.

For some time it was reported the firm had large quantities of pre-war liquor stored against a time when prohibition would drop.

It was stated by 'leggers and speak owners that the prices of liquor advertised indicated no bargains were being offered. Prices from bootleg sources are about what the grocer's ads tabulate duties and taxes, as follows: Scotch, brandy and gin, \$14.77 a case; Canadian whiskies, \$18.50; Bacardí rum, \$11.88; champagne and sparkling wines, \$20.50; American whiskies, \$3.30; still wines, \$3.40.

The duties and taxes are per case and will be added on the announced cost prices. Monday the ads were repeated at which time another department store advertised brands but not prices.

BIRTHS

Mr. and Mrs. Thomas J. Martin, son, Oct. 2, at the Fitch sanatorium, New York. Father is assistant comptroller for Warner Bros.

Mr. and Mrs. Melvyn Douglas, son, Pasadena, Oct. 8. Mother is Helen Gahagan.

Mr. and Mrs. Paul Luther, Omaha, daughter, Virginia Lee, August 31. Father is announcer at KOIL.

Mr. and Mrs. Bernadette McDermott, non-pro. Their little son, born Oct. 7. Mother is Helen Gahagan, legit actress. Father is stage and screen actor.

Broadway

Jack Mehlner turning to agenting. Ed Reikin handling 'Yoshe Kalb' again. Betty Morrison the 'Mirror.'

Minisky's current billing is 'Thinner at Eight.'

Symon and Topol to Hollywood to see what's.

Paul Althouse sings with the Philharmonic.

Latest in sandwichmen is a ventriloquist with a dummy.

Annual ball of the Police Honor Legion at the Astor, Oct. 21.

Agnes Ayres scrambling to Chicago to James Hall's vaude unit.

Ridgewood Grove, Brooklyn bistro, may go opera this winter.

Dave Ture's moved everything, including his Saturday nite feature.

Jack Boyle (Kramer and Boyle) recently ill at home in Lynbrook, L. I.

Ellis Ivor Rowlands plenty abed with emi-animal attack of trench foot.

Peter's Blue Hour may reopen. New policy and new name are sought.

Hollywood agent, George Frank, back to the coast after a Broadway sojourn.

S. L. Rothafel, once a shortstop, not missing the Giants-Washington series.

Good Time Charley Levy, the ticket broker, ruptured blood vessel in left ear.

Russ Moon playing chef for some friends whose weakness is fried chicken.

William Fields recovering in French hospital from appendix operation.

Jay Brennan says he's living over in Hollywood between two pieces of rye bread.

Eddie Davis goes into Mori's after closing at the Canoe Place Inn, Southampton.

Jane Cowell's household effects auctioned off in West 46th street store last week.

Green Chaiet, Mt. Kisco, abandoned its intention of staying open through autumn.

Louis Cline and Irving Strouse publicizing Thomashefsky's International Music Lunch.

Johnny Osborne and Ralph Long heading labor committee for Mayor O'Brien's reelection campaign.

Gertrude Niesen remains at the Victoria Hotel; Ben Blue succeeds Milton Berle tomorrow (Wed.).

Ted Lewis was slated for a Vita-phone short Oct. 13 but it's postponed through out-of-town bookings.

'Double Door' Potter will direct 'Peace on Earth' by Maltz and Schlar for the new so-called Theatre Union.

46th street auctioneer combining Baroness de Grefenreuth and Jane Cowl in all-star auction of personal effects.

Grad Sears, Warner southern-western sales chief, on a swing around central and northwestern exchanges.

Cal Abraham is counting up on 'Hold Your Horses' at the Winter Garden, N. Y., for Joe Cook, who is on percentage.

Edna (Cantol theatre) Mack's protegee, Little Marilyn Mack, to whom she lends her name, is WMCA commercializing.

Xenocrates of Bob Weltman, manager of the Paramount, N. Y., tossing him a testimonial feed at the St. Moritz.

Frances Raye, just closed at the Strand, is being replaced by Marlon Harris. DeLays and Clark remain in the nitery.

Mike Poller, chief of aide to Jules LeRoy, plotting Harry Cohen, Cohen district sales manager, around town, showing him a few of the sights.

Eugene Homer (Prince Remoh in magical circles), entertaining his guests with baffling tricks at his home on occasion of his 60th birthday.

Edgar Allen with Ed Davidson offering now instead of Harry Beady and booking the Winter Garden Sunday concerts commencing the 15th.

Claire Lemaire had charge of church and reception decorations and gowns for the fashionable wedding of Margaret Perry and Windsor French, 2nd.

Ed Sullivan and John Chapman, the committee in charge of an Embassy Club fete tonite (Tuesday) for Sid Skoleky, departing for Hollywood co-columnist the News.

A runner-up in the recent RKO beauty contest, Jean Connors has been handed a contract for pictures by RKO. She leaves for the Coast, Oct. 15. 'Blonde Poison' probably her first.

Paramount wanted to string a long streamer from the Paramount diagonally across to the Criterion in Sally Rand, current at house, but city okay could not be obtained. 'I want as high as Mayor O'Brien, says the News.

Jay Faggen paid a stunt for ale, Princeton and Harvard alumni to start learning the restaurant biz as \$15-a-week boys at the Paramount grill (that's

where Faggen's charge, Phil Spitalny, opens the 19th) and more than 500 stormed the Broadway hostelry.

Ed Pons, and Georges Carpentier brought back to New York by the Lafayette, Thursday (5). Also Rev. Donald Barnhouse, radio broadcaster; Emil Lengyel, Hungarian author, and Fritz Falkenstein, German screen writer.

Irene Kuhn, who used to critic for the 'News' before going films for Fox, is back in New York and on the 'World-Telegram.' Irene Thiren, who followed her, but bowed out when she became a mother, is playing the Rialto, on Broadway.

Harry Marx, former director of theatre management for Public, who turned investor recently with a scooter seat contraption for coasting on roller-skates, has a new one. It's an animated dummy with wiring equipment to get over an advertising message.

Big list due today (10) on the Ile de France (under Maxine Jerissa, opera star; Sigmund Romberg, composer; Otto Kemperer, orchestra leader; Constance Carpenter, English stage star; Leon Leonidoff, Music Hall stager and Claude Alain, heart of Fox's dubbing department).

Paris

It's a boy at the Ludwig Lewishohns (Thelma Spear).

Five Sacha Guitry plays to be seen here this season.

Richard and Carry debuting at Pathe-Nataz circuit salon.

Neeka Shaw, Cuban singer, song-dancing at Hot-Pet Zigale night-box.

Lily Damita and dog ornamenting Miramar Beach and other Biarritz spots.

Gouget Roger Vincent engaged rois Balles dans la peau.

Trenck's Cosmo-Film production being distributed in France and its colonies by BGK.

Alice Field, who's doing a film at Jolville is under contract not to talk to newspapermen.

Leon Chancelier doing a film, 'La Rose des Vents' in Brittany with his company of comedians.

Max Reinhardt preparing production of Strauss' 'Fledermaus' to open at the Opera, November 12.

Maurice Chambrun shooting a film of Arthur Bernède's 'Judez,' adapting by Louis Feuillade.

Howard Hughes entertained by Senior Alfred Bustos and Monte Carlo girls who head the Rex bill.

Jack Dean and wife, Fanny Ward, rambling around roller-places, he scribbling poetry on them and that.

Georges Saeule replacing Fabry in 'Le Controleur de Cavallion.' Fabry will lead in play to open Switzerland.

Raquel Torres engaged to Paul Edward, big business man, who went to England to revolutionize soft-drink industry.

Liane Kay leaving town for Scandinavia to appeal with Yelchi Nimura with Royal Orchestra at Stockholm.

Pierre Audlat and Pierre Varenne, French actors, collaborating on writing of new comedy to be called 'La Managuy.' Yvonne Girard, who has signed contract with London producer Cochran for the London play which is probably the Coward creation.

Theatre de la Scala will open opera, 'Les Pays des Femmes' by Jean Cont and Fred Roland. Music by Francesco Gabutti.

Sigmund Romberg told the American Club that radio's dying, and television's coming in, which will be a break for song-writers, if and when.

Cirque Medrano opened for winter with Piers and worlds largest accordion. Ernst Schumann's horses stunting, but he in hospital for operation.

Kenneth Britton on his way to Brittany to finish forthcoming book, 'Devil in Brittany' has been made director of the American Drama Society.

Nicolas Farkas, cameraman, lost part of his baggage on a French train after arriving safely from Japan and shooting scenes for 'La Bataille.'

Jefferson Davis Cohn threw swank party for Marlon Nixon along with Lady Furness, Count de Lonyay, René Lenoir, Prince Kapurthala, Colette d'Arville, Irwin Marks and Mrs. Baron of London. He's now in New York.

Prince Ludovic Pignatelli d'Aragon, now maintaining Paris press about Mrs. Ruth Watters Pignatelli d'Aragon using his name in Hollywood, saying he got the divorce and denying her right to even part of that name.

London

Paul Robeson off to Russia for a month.

Bud Flanagan fixing up Julian Rose's latest monolog.

Hildegard auditioning for Radio and gramophone records.

Teddy Elbin in big car smash, with both legs fractured.

W. W. Kelly, Liverpool theatre manager, left around \$50,000.

Jimmy James latest to take out a vaudeville unit for General Theatres.

Dave Fitzgibbon III in Paris, which is holding up his English dates.

Estelle Rose, former vaudeville, now professional backer of horses.

Embassy theatre producing 'Son of Man,' last play by Temple Thurston, Oct. 4.

Two London night spots after Marlon Harris, and competing with each other in price.

Roy Fox turning down eight weeks with Gaumont-British owing to salary difference.

Billy and Elsa Newell doubling in two London night spots—Ciro's and Trocadero restaurant.

Carl Randall and Barbara Newberry here to help produce 'Gay Divorcee' for Lee Ephraim.

Maurice Evans, Drury Lane's new juvenile, had his flat burglarized during the matinee, Sept. 27.

Edward Laurillard interested in Kathleen Gibson, Drury Lane theatre chorine, as picture prospect.

Jessie Matthews getting release from Gaumont-British to do film for Paramount around Christmas.

Anthony Bushell, film actor, won London Cup at the Surrey Golfing Society competition, Sept. 24.

George Highland, Williamson-Tate producer, over in vacation, and looking over current musical hits.

British broadcasting Corporation experimenting with public auditions, but discovering very little talent.

Van Zoelen, head of Decca Gramophone Company in Holland, here looking over disc and band situation.

Business took upward trend at the Kit-Cat with the return of Roy Fox, and after six weeks' continental tour.

Management associated with 'Clancarty' flop just folded at Winter Garden theatre, inundated with writs.

Leon Morton, Jr., getting break as understudy in Charlot's revue, 'How Do Ye Do,' with offers for films following.

Felix Ferry negotiating with Clifford Whitley to bring over entire Monte Carlo floor show to the Donkey Opera.

Rumor of Drury Lane's 'Ball at the Savoy' closing very rampant, but without foundation. Show is holding up nicely.

Nina Mac McKinney does a collapsing act in her dressing room at the New theatre, Cardiff.

Seymour Hickok out of the cast of 'It's You I Want' through illness, returning to start the tour on show, Oct. 8.

Chinwick Empire, which recently changed over from vaudeville to picture policy, now to stage Shakespearean repertory.

Archie de Beaz cannot make up his mind whether to do a revue or take contract from 'Daily Express' as their Radio critic.

Lord Cromer, the English censor, relents as far as Revueville is concerned, maintaining productions there are artistically done.

Charles Chaplin giving Jack Donohue surprise early morning phone call to come over to Manchester to fix up dances in 'Nymph Eryan.'

'The Best of Families,' an American resurrected farce, picked up by Fred Duprez on his last trip to New York, is doing big in the provinces.

Charles Laughton stopping off at Havre, instead of going to London, to get a glimpse of himself in 'The Private Life of Henry the Eighth,' showing in Paris.

Charles Cochran has disposed of the film rights of 'Nymph Eryan' for \$100,000, which about covers cost of stage production.

Reginald Fogwell (Nettefield-Fogwell, not to be confused with the Carl Brisson picture, Gaumont-British, who have releasing rights, to select own director).

'That's a Good Girl' premiere at Leicester Square theatre, new about Jack Buchanan management, drew the ritziest crowd in town, due to Buchanan's popularity.

Stanley Lupino renewed his contract with British International

Pictures, with next film to be musical adaptation from the German, in which Will Fyffe will be featured.

A. E. Abrahams and Charles Gulliver taking back the Hippodrome, Lewisham, from Sydney Bernstein, and will play vaudeville. Latter leased it for pictures and flipped.

Monty Banks' pictures, which he was to make for Italian company, in conjunction with British International Pictures, temporarily called off. Due to money not coming from Italy.

Jack Payne taking several weeks' vacation, with several members of his band out. Boys framing new aggregation, and intend calling it 'Jack Payne's Boys.' But Payne not likely to consent.

Management of Wyndham's theatre, where Somerset Maugham's 'Shepper' is current attraction, giving free seats to West End half-price, Phil has hairdressing salon as opening scene.

Ivor Novello will have three simultaneous shows, when his latest comedy, 'Sunshine Sliders,' makes West End debut in November.

'Fresh Fields' and 'Proscenium' both seen going strong.

Fred Sanborne after week in the Pavilion, held over by the management to play Court theatre, operated by same management, also in Liverpool. But theatre was burnt over week-end.

A syndicate, with which Jack Harris, American band leader, is connected, is negotiating purchase of Monseigneur restaurant from Jack Upson, and if deal materializes Harris will lead orchestra.

Berlin

r. Hans Bermann

Winfield Sheehan staying a few days.

Ferdinand Boon, actor, died in Berlin.

Arthur W. Kelly in from Paris. Left for Prague.

Herbert Windt writing music for Terra, in production.

Chancellor Hitler attending Berlin release of 'Hitleriad' legit.

Lucie Hoeflich, famous light actress, will direct State acting school.

At Pichert, exec of Viktor Klein production, celebrated 20th film anniversary.

Henny Forten back from Baltic coast. Starting work on 'Mother and Child.'

Leipzig Supreme Court proceedings new-reel. Fox showed first reel on evening of first day.

Mafalda Salvatini, opera star, married Dr. Juris Saulys, Lithuanian ambassador to Germany. Will quit stage.

Frank Wysbar finished outdoor work for 'Rivals of the Air' at famous gliding camp Rosstitten, East Prussia.

Kaethe von Nagy will star in a new UFA production 'The Eternal Three Words,' directed by Reinhold Schunzel.

Miss Laistaead, Metropolitan Opera, New York, to sing 'Venus' in 'Thannhauser,' Berlin State Opera, Sept. 30.

Royalty accounts between authors, publishers and German state corporation will be settled daily. State and municipal theatres excepted.

Two heralds ascended on Neubauberg for scene in 'Abel with the Mouth Organ,' drafted eight hours and landed safely.

Boston

Jack Goodwi comes in from Scotland, Pa., manage the Scullay.

Hobart Bosworth and the Mrs. stopping traffic as the autograph sends gather.

En Guller takes himself a bride in the presence of a horde of theatre and newspaper folk.

Eddie Zorn getting a royal reception at banquet on his first visit since transfer to Springfield.

Couple bright Charles were in town—McCarthy, live-wire Fox publicity chief, and Einfield, Warner exec.

Bob Sisk, conveyed by Charlie Koerner, showing surprising action on 'Fluff King Hal and his wives as he discussed RKO shop with the newspaper folk.

Jack Stonik, cousin of Colleen Moore, and Harry Reed Parren, former Hollywood writer, off to Southern California on a month's vacation from local scribbling.

George Holland, ex-film of George M. Cohan, and Sam H. Harris and a producer himself in past seasons, takes over the reins as dramatic editor of the Boston 'American.'

Vienna

By Erich Glass

Parisian Lo Marjane attracting at the Casino.

Radio revival of Lortzing's 'ing excellent press.

Jack Zuckmayer due here for opening of 'Kakadu-Kakadu.'

Hansi Niese starring in new farce by the Goltz twins at the Scala.

Alexander von Zemlinsky turned Koubou Circle of 'Chalk' into grand opera.

Forced sale for dark playhouse, 'Neue Wiener Buehne.' Estimated 30,000 bucks.

Jaroslav Hilbert's 'World in Crisis' under contract at Landestheater in Brunn.

Howard Hanson's opera, 'Merry Mount,' on offer with conductors and opera managers.

State's Opera giving series propaganda performances at city's modern theatres.

J. M. Reinhold Lenz's 'Soldiers,' one of Reinhardt's favorites, been unearthed for Volktheatre.

After 'Lady and Rainbow,' Jean Gilbert getting Vienna production of 'Mary Ann' at the Burger theatre.

Schnitzler's 'Liebele,' now due at the Theatre du Vieux Colombar in Paris, with Ludmilla Pitoeff starring.

Rita Georg off to Paris to star in the world-premiere of Rube B. Benatzky's latest, 'Deux Sous de Fleurs.'

Sarl Fedak here to star 'Dinner at Eight,' then off to N. Y. to attend premiere of her first Budapest-made talker, 'Ysa Bella.'

'Arabella,' by Richard Strauss, forthcoming at the Royal theatre, Stockholm, and in French at the Operahouse, Monte Carlo.

Leo Kraus-Koehler in financial difficulties, with Rainer Simons negotiating to try his luck as director there.

'Master Wenzel Declares War on Europe,' by local dramatist J. M. Heyser, scheduled for world prem at the Municipal theatre in Baden-Baden.

'To Play with Love,' which failed here in 1919, to be revived at the Akademie under the Theatre Guild's title, 'Caprice.' Herterich producing.

After starting in after starring in talker based on Bernhard Keller-mann's famous novel, 'The Tunnel,' and vacationing for a week in Salzburg, Vienna, all ready to appear at Burg.

Max Pallenberg under contract to star six roles under Ray Goetz in New York, sailing from Cherbourg early next week.

Also the city to advertise Ingram's romantic farce film, 'Baroud.'

In papers of prominent Czech music director, it has been found the original libretto of the opera, 'Libusa,' by Czechoslovakia's greatest composer, Smetana.

Former Czech National theatre comedian, appearing in his latest amusing film, bearing the title, 'Twelve Chairs,' based on a Russian novel by Ilf and Petrov.

Karin Hald, National theatre of 'Girl in Brickmaking Establishment,' by Olga Scheinpflugova, Czech actress and authoress, plot similar to Shaw's play 'Pygmalion.'

Marie Andergat, of the New German theatre in Prague, has broken her contract and has gone in haste to Berlin, in order to accept a three-year engagement with the German Universal Film Company of that city.

Prague, the lecture and film instructor, is now negotiating with Reinhardt to present his setting of Goethe's play, 'Faust,' as given in Salzburg and now in Vienna, in the new German Film Company of Prague, under its auspices.

At a conference of the ministries of the interior, foreign office and commerce representatives of the Czechoslovak film industry and of trade interests, it was decided not to grant a monopoly to the Movietone News of America, allied with the German Film Company of Prague, for the exclusive showing of topical sound films.

'Battered Bride' is Czechoslovak's most famous representative, and the coming big film event will be the presentation in leading play theatres of Smetana's great work.

The Bavarian studio has completed its film 'Battered Bride,' Svatopluk Innemann, registrar, musical leader, Joska Charvat, Emil Polert, of the Czech National theatre, and the role of 'Kecal,' assisted by Ota Horakova as 'Marie' and Jaroslav Gleick as 'Vaclav.'

The Hague

By M. W. Eddy-Leal

Death, age 67, of A. M. Gorter, Dutch landscape painter.

Richard Taubert, finished engagement with Fritz Hirsch and flew to London.

Paul Jessner coming here, brought out by Impresario Kraus, appearing in Schiller's 'Kabale und Liebe'.

Cor Ruys Company gave premiere in Amsterdam of Austrian play 'Die vier Mueller' in Dutch version by Ruys.

Another legit-company (springing up like mushrooms) billing premiere play by Dutch author. 'If they only know,' by Henk Bakker.

New 'Schouwtooneel' company successful first night of English play, 'The Subway,' by Elmer Rice, translated into Dutch by Ka van Dyk.

The Hague to get premiere of two new ballets designed by the Ballet Royal, 'Frodoal Son' and 'Seven Heroes' (music by Purcell and Cohen).

A film for 'Safety First' in traffic, being shot in Amsterdam with a prearranged automobile collision in it, which was perfectly staged and nobody hurt.

In Bosatan society an exhibition held of modern Balinese art; this island came to the fore lately as films of Bali rather in vogue now.

Exhibition arousing great interest. Flemish theatre, Antwerp, billing 'The Flying Witch,' a play by Ben van Bysselsteyn, journalist at The Hague, for premiere near future and reviewing it.

Royalty more interested in stage and film; Princess Juliana and her father, Prince Consort, went to see Marlene Dietrich in 'Song of Songs' and to Fritz Hirsch Opera for performance 'White Horse Inn.'

Italian Opera Company engaged new stars in Italy for winter season, including: Sara Souderi (soprano), Brevario, Fort and Bettonelli (tenor) and Reali and Piccoli (baritone), while Maestro Parenti will be conductor.

Mexico City

By D. L. Grahame

Government's tourist department compiling a transportation, hotel, show place, sightseeing budget, etc., guide for American visitors.

Government proposing stiffen regulations governing tourists taking snap shots and home movie reels, as it has ascertained that most tourists, especially Americans, shoot pictures of Mexican scenes they can find, pictures which make a bad impression abroad.

Della Magana, Mexican actress who has appeared in several Hollywood made Spanish 'talkers' wounded on the stage of a theatre in Torreon during a sketch called 'The Assassination of a Governor' with a pistol at her. Old story of not knowing that the gun was loaded.

Picture house biz on the mend. Big modern nabe under construction here and a 'pink' revue house is being remodeled as a cinema. Mexican interests have formed a company to build a picture palace in Queretaro City, the town where the federal constitution was drawn up.

Big league ball fighting here next season still in doubt. Ace matinee and arena management still deadlocked over pay. Management offers \$200 for a mat without the customary benefit performances during the season; but players demand \$1,500 a show and two benefits, proceeds of which are all theirs.

Indianapolis

By Bill Kiley

Ted Mack coming to the Indiana ballroom with his orchestra.

Jerry Downer of 'Jerry and Norm' is back on WFBR minus his brother.

Dora Byrd, theatre organist here, is going to New York to visit Charlie Davis and his wife.

Musicians and stagehands at the Indiana are wondering if the present stage show will be the last.

Speedway 500-mile gasoline derby prize will be back to 50G's next year after the grind this auto on depression prices.

People are watching the moving word 50-grand electric sign of Kroger Grocery in the heart of the theatre district.

Ohio is reopening with 'Damaged Lives,' a sexie, driving medical convention in town—evidently inspired by an opportunist.

Sliding scale pay for musicians looks like it's washed up after a determined effort on the part of the unions to make it stick.

RKO's screening room on Film Row is being time by time by all the exchanges in an effort to get exhibits in a signing mood.

Some of the boys are boosting A. Henry, head of the Indiana Circle, to get his hat in the ring for mayor in time for spring primaries.

D. A.'s office is going to try to enforce the city ordinance against dancing marathons to stop the

Walkathon now in press at fair grounds.

Corbin Patrick, crick of the 'Star,' is whipping the town on theatre news, being given the breaks by the theatres because he gives the stories a bad play.

Tom Long, of the Indiana, arranged a private screening of 'Once in a Lifetime' for members of the Civic league cast who are opening the Playhouse with that opus this season.

Radio programs were constantly interrupted during the Indiana prison break by Al Peeney, state police head, to warn of the flight of the ten convicts towards Indianapolis.

One listener looked out of his window to see the bandit car skid into a utility pole and escape.

Minneapolis

By Lea Rees

Ben Fish, United Artists' district manager, in town.

Ben Bernheim band definitely set in at Orpheum for December.

Irving Robbins quit as RKO shipper to join parents in California.

Jack Borland, now singing with Ben Bernheim's orchestra, at Hotel Leamington night club.

Art Johnson, local RCA Phonograph representative, back on job at the Orpheum.

Verne Ingalls, Warner Brothers' shipper, quit show business to enter undertaking establishment.

Marlene Dietrich in 'Song of Songs' and to Fritz Hirsch Opera for performance 'White Horse Inn.'

W. A. Steffes reopening his St. Paul World Theatre Oct. 14 after further extensive improvements.

Don Gonzales, traveling name band, now playing two nights a week for dancing at local cafeteria.

State here and Paramount, St. Paul, Publix's Twin City houses, now dating pictures simultaneously.

Century theatre, Publix loop 'A' house, now showing 'The Adventurous' under present name last week.

Approximately \$15,000 being expended to improve Elbow, 1,300-seat loop fourth and fifth grind time house.

Bill Elson using independent exchanges' first-runs at his 10 and 20c Seventh street theatre every Sunday to Tuesday.

John J. Friedl, Publix division manager, back in town from circuit tour just for half-hour to be present at a show.

O. P. Danielson, promoted from ranks, new assistant manager at Orpheum, succeeding Jules Falk of Ft. Wayne, Ind., resigns.

Wayne Black returns from a week's tour through Black Hills and Western Nebraska.

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Hollywood

D. Doran here on his periodical. Leslie Banks springs in from England.

Sonya Levien, two-weeking it at Monterey.

Zeppo Marx won't eat in his own cafe, the Brass Rail.

Ken Hallam took the air in to tussle with Eddy Echles.

Martin Gang bought a new car, with the last business on his bid.

Nobody has used the rubbing tables in the Selznick-Joyce office yet.

Many a lad who came here on the Chief, returning east on a cut-rate bus line.

Wine sellers are soliciting the film mob by phone, all claiming pre-war reputations.

Every chatter writer in town trying to get the inside on the Max Baer divorce.

William Powell and Richard Barthelmess to Palm Springs to bake out, and the temp there is 120.

Gary Cooper flew to Helena, Mont., the old home town, Saturday for a week's vacation.

Adolphe Menjou getting a flock of squawks over his articles on how many suits the well-dressed man should own.

Broadway from Seventh to Tenth festooned with banners. Theatres in each block responsible. Loew's State, Orpheum and reopening United Artists thought of something to celebrate.

San Francisco

By Harold Beck

Jesse Stafford taking his orch into the sticks.

Red Plummer's band into Athens Club, Oakland.

Herman Wobber's country estate badly damaged by fire.

Tommy Harris vacated his ranch for a week with Ted Fiorito's band.

John's Rendezvous has opened a second eat-drink spot prior to re-opening.

Tim Ryan and Irene Noblette turned domestic and bought a home.

Max Lerner has left Rubie Wolf and the Orph to warble for Abe Lyman.

Elmore Vincent got frisky with a horse and is walking with a cane this week.

Bob Lee and his frau are proud parents of a 3½-pound boy born last week.

Adolph Umann managing the Port Chicago theatre, which is not in Ill., but Calif.

Lou Williams new house manager of Fox succeeding Nat Blank, who has left for L. A.

Jackie Coogan is yell leader at Santa Clara college now that football season is on.

Katherine Hill back at her 'Chronicle' drama desk after two weeks of no shows.

E. M. Daniels and Richard Melville have left Cinema Arts to open their own slide.

Dinty Doyle leaves Oakland 'Post Enquirer' late this month for a jaunt to Chi and N. Y.

Clarence Brown left NBC in favor of the Ambassador's Coconut Grove, Los Angeles.

Cliff Work has booked Ernest Rockwood's Georgia Minstrels for two weeks.

Herman Timberg and Jr. landed a spot on MJB's NBC program while playing the Orpheum.

Frankie Marvin gave all his Bai Tabarin waiters trained as stooges whenever he entertains guests.

Looked like the machine age had set in at NBC when a half dozen new cameras were installed.

Claude LaBelle acting in French in Baldwin McGraw's 'Left Bank' in addition to his 'News' job.

Walter Hill, film exchange mgr., died suddenly of heart attack few days after daughter was married.

Metro's Sheriff Hickey in town to look over the run of 'Dinner at Eight' at the Columbia; Hal Elias, too, will hang around until it's over.

CBS news service has lined up correspondents on Standard and California campuses, but relied on KFRG publicity staff to get whatever news is important locally.

Saranac Lake

By Happy Benway

William Lee here on a business trip.

Joseph Vaughn back in Denver and looking for a job.

Tom Moore, Freeport, L. I., visiting his brother, Dick.

Marion Greene, Allivista, lodge, seen at a talker downtown.

Notice to see Betty Blair in the 'up' dining room three times a week.

meals a day in downstairs dining room.

Olga Gaier, leaving the lodge for new zoning. Her siege here did wonders.

Martin Growald, Stony Wood, Saranac'd it for one day during the Jewish holidays.

Mae Delany, one of our prize bed patients, left for New York City, she will 'cure' at home.

Ben Schaeffer, seen downtown wearing a black derby, cane, spats and a new Sears Roebuck.

Louis Rheingold, a sporting a new radio, a gift from Gladys Palmer and Tommy Abbott.

Jack Nicoll, who is now Sea Viewling and that famous hospital, will undergo the 'Rib' operation.

Archie Goulet, who did the trick has been given a two-month extension at the lodge for the final check-up.

John Loudon, ex-lodge alder is now at 99 River St. John is having his tonsils stolen via Dr. Wilson.

Benway fell off the health fence. One month negative, the next it's positive, one month in bed, the next on exercise.

Are you writing to those that you know in Saranac and elsewhere that are sick. Boy that letter means a lot to them.

Gladys Palmer, who did a three-year routine of bed here, left for Chicago, where she will undergo a change of zoning.

Alice Carman, black alder at the lodge after a three-month siege in Liberty, N. Y. She also saw a mess of French hospitalizing.

Dan Astella, much under the weather, getting ready for a third operation, that boy has 100% grit and how he can take it.

Mr. and Mrs. Gus Barrett, Boston, Mass., week-end here while visiting their daughter, Stella, who is routing it at the lodge.

Every patient here wishes Jerry Vogel miles of good luck in his new venture. Frank 'Trumit' Song Co.'s Jerry has been cheering up the gang here for over five years.

Oh You Wildcat, a local amateur show, seen at the lodge. The Pontiac showup here. Benefit was for the D. A. V. Showfolks. Patients were welcome, thanks Mr. A. B. Anderson.

Ben Ford, who has been zoning downtown for some time, complaining about losing weight, some one suggested that he change his cook.

Bert thought that would be a good idea as he did his own cooking.

Dr. Mayer's latest comebacks for exercise are, Edith Cohen, half hour, Archie Goulet, one hour, Leo Mesonero, half hour, Danny Murphy, two hours, Johnny Laycock, unlimited, Salvador Ragone, half hour, Jack Caspe, up one meal daily.

Ford Raymond, Joseph Barker, Louis Rheingold, George Harmon, Harry Namba, Robert Farley, Victor Monroe, Dick Moore, Maurice Cohen, Fred Bachman, Dan Astella, Ben Ford, Mickey Walsh, Fred Buck, John Montalese, Tommy Abbott, are strictly bed patients.

Loop

David Sarnoff in town with the Marconi party.

United Artists getting some fresh paint from B.&K.

Lloyd Lewis-Sinclair Lewis play nearing the final correction.

Kenneth Carpenter absenting himself from NBC on a biz hunt.

Donald Farr of the Potomac Orchestras in town to o.o. the Fair.

Phil Baker rehearsing his vaude act for the Palace date next week.

John Balaban hopped down to French Lick for some niblick practice.

Aaron Saperstein off again for Washington and the code conferences.

A. Balaban dusted from the loop and by now settled quietly in Boston.

Frank Dare looking up in new deal spirit now that the football season is back.

F. N. Weber entering his 21st year as an Aurora-Chicago commuter to B. & K.

Charles Hightest almost sang a mammy song over Ben Bernie's departure for some Eastern vaudeville coin.

Madeline Woods and Hazel Film helping out on the new work for the NIA ball and carnival.

Bob Kaufman writing poems about the big city and down the boulevard from the Wagley building office.

Mike Carr now with Fox Film exchange as country salesman, as summing place vacated by death of George Levine.

Madrid

Dorle Jarmel gone home. Antonietta Morales to Paris, thence to Chateaux Madrid, Havana. Maybe.

French company, including Andre Bauge, gone to Seville from Paris to Seville, through the Seville.

Director Trotz, Cameraman Funken and Actor Baviera narrowly escaped death while filming 'Alala' scene at Cape Sillero, where large waves swept into the water.

Don Parlo Casals, 'cellist, who turned down an invite to play in Germany because he no like Hitler's anti-Semitism, appointed chairman of committee to study organization and artistic and educational possibilities of radio in Catalonia.

Representatives of Madrid Theatreical Impresarios union and the Authors Society visited minister of labor asking for help from the government, perhaps through a subsidiary, to get through the new theatrical season without too much in the red.

Mother and daughter gave birth to two boys recently in the same ward. Nurse basketed the kids, but when she wanted to return them, she found she couldn't tell one from the other. Thus the daughter didn't know whether she had her own child or her brother, and the mother also was in the dark as to whether she was weaning her son or her grandson.

She went off the handle and wanted to know whether he was dishing out cigars for his son or his brother-in-law!

Lincoln, Neb.

By Barney Oldfield

Two fan dancers scheduled this week. Ruby Cahoe favoring a sprained ankle.

Art Babich's hand shovled up to 10 paces.

Frank Tracy's shows all look nite-clubby.

'Lady for a Day' first holdover for a year.

Red Leary's good deal back-fired in his face.

Harper's Circus still doing well on the road.

Skip Dew writes that the M&M tent will quarter Oct. 14.

Mary E. Duprey, 30, and Fletcher E. Jones, 26, married here.

Paul Choleas says 'bang acts' for audiences as dead as King Tut.

Alcey John had a full week of work here. Stage, radio and outside shows.

Chenoweth back at the Lincoln theatre organ for the first time in about five years.

Don Burnett is called 'Penny-ante'—every time he gets up to sing somebody orders up penny.

Tracy Brown's ark was a big click at the 26c Orph last week and is held over to back the new show.

George Monroes are as good as one to three-day stands through Missouri, Kansas, Iowa and Minnesota.

Appliance show sporting a lot of frontment from town's vaude shows cut in on some of the grosses last week.

This muggy relieved of duties as druggie-and-otherwise critic on the 'Sunday Journal and Star'—enough else to keep busy.

There will be no broadcasting of football games up and down the big 'S' until the depression lets more people in the gate.

George Monroe has been jumping his Orph shows to Columbus in his bid to make the big bucks.

KFAB's manager, Dee Dirks, to give them a full seven days.

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Pittsburgh

By Hal Cohen

Norman Prescott back in town for his almost weekly visit with Johnny Harris.

The Police have made the boys at the Club Rhythm take off their dresses for male attire.

Bill Ferguson, M-G-M exploiteer, in town for opening of 'Dinner at Eight' at Nixon.

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East

Late Jean Mallin died intestate. Letters of administration issued to his wife last week. Estate amounts to about \$500.

Marie Pettes, who was hurt by a fall the opening day of 'Amourette', back in the cast.

Evelyn Gossnell, former musical comedy actress, arrested in Port Washington, L. I., last week on a charge of setting fire to a room in connection with a fire in her 11-room home there.

Merlin, of the Little Theatre, New York, puts on Louis Simon as stage director and general assist.

Hat K. Dawson quits rehearsal of 'The Curtain Rises' to go radio.

Jersey company gets permit to make applejack in anticipation of repeal.

Lucian Arthur Jones, son of the late Sir Henry Arthur Jones, at Ellis Island, facing deportation on charge of irregular entry.

Theodore D. Lasker, White Plains court to enjoin Liveright from distributing copies of his 24 novels. Complaints new firm made no royalty arrangements with him.

Warner Bros. will film, in its entirety, the 'Romance of a People', Jewish pageant. For the benefit of the fund for Nazi victims.

New York grocers advertise for orders for liquors to be delivered immediately after repeal. To permit patrons to beat the early stringency.

All prices quoted plus tax, since a holist is anticipated. Scotch from \$25 to \$34 plus. American whiskeys \$35.50 per case of quarts.

Newspaper club funds, but plans after to reorganize. Too few members and not sufficient income.

Louis Kaplan of a 'Whelan' drug store in Hoboken, pinched for offering for sale 'The Girl Who Was Naked', nudist subject. Alleged to be obscene. Sale is permitted in New York. Kaplan explained the book was sent to members from New York headquarters and he had no alternative.

Dr. Moskowitz of Theatre League bars resale of tickets among brokers.

Case of Helen Menken, who is wanted for 'The Drums Begin' and 'Mary of Scotland', to be arbitrated by Equity. Vagel contract with Abbott & Dunning and in writing with the Guild.

Ann Boland, who works at the Paradise, was socked on the jaw, she claims, by her spouse after ten days of being hitched. Her attorneys have sued out a warrant for Victor Freshman, on a disorderly conduct charge. She is back with her mother, but refuses to discuss an annulment or divorce.

Three N. Y. corporations appeal to Washington for a rebate on 1933 income taxes. They are the French estates to sell to picture stars and stars not interested, so they dropped \$357,769.

'Keturah', anti-Nazi play, folded Sat. (7).

Harry Lucaney, who owns a dog used in pictures and on advertising signs, fined \$100 in court Wednesday (4) for permitting the pooch to run around unmuzzled.

Meredith Howard, showgirl, is in court seeking a split from Albert Spunkoff football player. She is one old Lady Godiva in a Winter Garden show.

'Prince Mike', otherwise Harry Gerson, out on probation on charge of illegally entering the country without a permit, okay for sound. Court tells him it's all right to take the date if he doesn't kid the court or the government. He had part of a week at the Palace once.

National Horse show at Madison Sq. Garden playing up it's 60th anniversary. Crashing plenty of space.

Arthur M. Oberfelder of Denver in town to arrange for road troops for the middle west. Tells he's going to try to revive the road. First

review.

John R. Steele, tenor, tells White Plains court he can't pay alimony to No. 1 because he's so busy dodging deputy sheriffs with back pay writs he can't keep his vaude jobs. And his income has dropped from \$100,000 to \$10,000 a year.

Mrs. Steele III, the former Jeanette Hackett, in court to lend him her moral support. Decision reserved.

Franks club finds temporary refuge in the Astor when the upkeep of the monastery necessitates removal. Cost \$20,000 a year to run the old building, which was foreclosed recently.

Mrs. Virginia Marvin Goodwin, formerly of the stage, asks separation from Carl Goodwin. Charges he was loud, improper and intemperate and that he frequently caused embarrassment by declarations of his love in public. Claims he abandoned her last month.

William Hurlburt may come from Hollywood to produce his own play 'Bird of the Lamb', recently completed.

Chic York negotiating with Josephine Baker for his contemplated review.

Tracy Kingman considering Sam Warshawsky's 'Woman of Destiny', which Ethel Barrymore had tied up for a couple of years. About a year ago.

Marquis Hank de la Falaise sailed Saturday on the Lafayette, when approached with an appeal

News From the Dailies

This department contains rewritten theatrical news 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.

tour will embrace St. Louis, Kansas City, Cincinnati, Indianapolis and Columbus. John McKee will be his second in the battle.

Lafayette brought in 500 cases of medicinal cognac and Lily Pons. Photographed together.

Roxy, C. Blumenthal, Nick Schenck and Bernard Macfadden join with socialites and state officials on a committee to give Marie Dressler a dinner at the Roosevelt tonight (Tuesday).

Barbizon Plaza Sunday Nights at Nine start Nov. 11.

Elizabeth Miele halts production while her authors revise their script.

Joe Negri back in town. Denies engagement to Harold McCormick. Just a swell guy.

N. Y. Plays Corp., the latest manager, will produce 'The Glass Menagerie' by Tennessee Williams. B. F. Sander producing. First play 'Under Glass'.

Grace George convalescing, Bill Brady's leg better and Talullah Bankie back in the city.

Jack De Ruyter's lawyers file a new set of allegations in his defense of Peggy Rich's breach suit. Being settled out of court.

Newest is Association of Yiddish Theatre Agents and Treasurers. To obtain NRA recognition.

It's a 'Hill' for 'Her Man of Wax', with \$150 Wed. mats.

Board of Estimate petitioned for permission to construct vehicular and pedestrian tunnels under the city.

Three-quarters of a mile of tunnels under the three-block area to permit sub-surface deliveries and inter-city traffic without crowding the street level.

Dunhill to go in for liquor sales when. Company recently considered addition of women's wear to clear stocks.

Lew White, playing the organ in the Rockefeller Memorial church on Riverside Drive, supplied the music for 'Romance of a People' Jewish pageant in Kinnibridge armory. Plays again tonight (Tuesday).

Bertha Kalich, one of the foremost Yiddish stars, now at the Rialto theatre, New York.

Impaired Muni beer sold \$2.20 the case of six doz. 12 ounce bottles last week. But it was a Customs sale and the buyer had to pay \$1.695 cases. Bought by a hotel man.

Al Jolson announces he'll do one more for Warner Bros. and then take a world honeymoon trip around the world.

Stage and screen stars, including Kate Smith and George Jessel to auction tickets to the Phila. Symphony orchestra (Wed.) evening.

Theatre club presents today (Tues.) to Rachel Crothers the medal awarded her last spring for 'The Ladies' Meet'.

Two men held on charges of selling indecent magazines. Candy butchers in the Central and Republic (Wed.) evening.

Kurt Jooss ballet for the Forrest theatre Oct. 30. Big shakes abroad. F. C. Coppicus managing.

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for a contribution to a fund he was told Maurice Chevalier had donated \$100,000 to the fund.

Majestic theatre, Brooklyn, to try the dollar top revival idea.

Hunted Gloria Swanson may be seen in the 'Follies'.

Court action reveals the fact that Phila bootleggers have a union.

Elizabeth Kempton, Brooklyn picture theatre usher, in a street car crash. Her startling resemblance to Betty Combs Walker caused the report that it was the former mayor's wife, in town inognito, who was injured.

Coast

Proceedings underway by Frederic March and his wife, Florence Eldridge, to adopt Jacqueline Miller.

Police have seized a machine gun belonging to Douglas Fairbanks.

Gary Wright, actor, pushed a pedestrian bandit in the street and sent him sprawling in an alleged Hollywood holdup.

Police fired bullets into the tires on the auto of George De Richelieu, who fled from a holdup.

Col. Roscoe Turner and Hoot Gibson are planning personal appearance tour.

Helen Westley, N. Y. Theatre Guild actress, is visiting in Hollywood.

Alice Dahl, 19-year old actress, received \$1,500 from Sam Manougian, truck driver, as a result of injuries received in auto accident.

L. A. police warn against racketeers who say they're on the inside track in approaching persons desiring a studio position.

Los Angeles post office inspectors arrested Louis Altman, said to be a Hollywood writer, on a charge of stealing letters from lock boxes.

Clara Bow claims lift between her and Rex Bell. Report originated in a dog gag.

In a compromise judgment in L. A. Superior court, Gaylord Lloyd, brother of Harold, was awarded \$15,000 in his \$151,876 suit against Cad, Howard Hughes and Richard Rossion. Lloyd sued for loss of an eye in a studio accident.

Richard Randolph Arlen, young son of Richard Arlen, film actor, and Gary Evans Crosby, young son of Bing Crosby, film player, christened in Los Angeles.

Robbery indictment returned against Martin Block and Russell B. Brown, the John Warburton disfigurement case. Two had claimed they had been hired by Sy Bartlett, friend of Alice White, actress, to disfigure Warburton.

Deaf actor, Alvin Doran, to fly in from Mexico City delayed his funeral of his sister, Renee Adore, actress, who died Thursday (5) until Monday (7).

Superior court jury in Los Angeles awarded Randolph Connolly, juve actor, \$2,000 damages as result of a case of emergency.

Divorce in record time granted Dorothy Dunbar, actress, from Max Baer, fighter, in Juarez, Mex. Los Angeles police have accepted Warner's offer of free use of the studio's portable broadcasting set and motion picture lighting outfit in case of emergency.

Divorce granted in Las Vegas to Mrs. Sarah Bixby Smith from Paul Jordan Smith, actor.

Lucy Doraine, Hungarian actress, sued Douglas Fairbanks for \$100,000 damages, claiming false arrest.

Marquis Henri de la Falaise, husband of Gladys Bennett, leaves Hollywood for five weeks in France, including a visit to his place near Paris.

Yvonne De Carlo, wife of the difference won a divorce in Los Angeles for Ben C. Hershefeld, film exec, from Rita LeRoy, actress.

Mrs. Lawrence Tibbett, wife of the opera singer, appointed guardian in Redwood City, Calif., of three sons by a former marriage.

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actor, dismissed with no settlement out of court, according to Dinehart's Hollywood attorney.

L. A. city council gets resolution demanding a \$40 a chair license annually on tango games now operating.

Will of the late Mrs. Margaret L. Talmadge, mother of Norma, Constance and Natalie, left the estate valued in excess of \$10,000 to Constance, now Constance Talmadge Netcher.

Grand jury investigation of death of Mrs. Tosca Isabel Roulien when hit by auto driven by John Huston, screen writer, postponed until this week.

As a result of a Mexican governmental order 'Jelly Bean' Johnson and his Hot Harlem Revue have been forced to leave Juarez. Order bars Negro and Chinese and other Asiatic entertainers.

Montebello, Cal., has banned tango games.

Prince David Midyavi has notified a Los Angeles Superior court that he will act as his own counsel in Mae West's suit for divorce.

Emmett J. Flynn, director, dismissed on a drunken charge in Los Angeles. Lloyd Hamilton, comedian, fined on a similar charge.

State industrial accident commission of California has been asked to rule on a \$5,000 compensation liability involved in the death of Jean Malin. Wife requests ruling.

Mid-West

Wounded by bandits during a holdup of a cafe, Yvonne Collins, singer, was in serious condition in Mercy hospital.

Carl D. Kline, president of the Chicago Musical College, asking an accounting of a \$100,000 trust fund bequeathed to the school. Also asked to have his removed as trustee of the fund, alleging he used \$70,000 to remodel the Punch and Judy theatre.

Grigsby-Grunow Radio company reported September best month for radio industry since inception, shipping over 51,000 sets in 30 days.

'Don Giovanni' opera at Goodman theatre cancelled for one night during the region Parade because patrons could crowd the boulevard to get to the theatre.

International play contest held by the Chicago Civic Players awarded prizes to winners of \$14,000.

Pincus, Chicago attorney.

Involutary petition in bankruptcy filed against Chicago Musical College last week by five teachers, alleged to be worth \$14,000.

Edgar Lebensberger, operator of the 225 Club in Chicago, found shot dead at home with a revolver guard in his hand.

Sally Rand won an order for a new trial last week, following her sentence to one year in jail and \$200 fine. Argument that won new hearing was statement made by one jurymen that he had a terrific headache and had agreed to guilty verdict because he wanted to get out of stuffy room.

Studio Placements

(Continued from page 23)

Will James, actor, to play part in own 'Yankee Smoky' Fox.

Raymond Van Sick, writing sequences, 'Fox Movietone Follies'.

John Blaystone, direct, 'Coming Out Party' Lasky-Fox.

Vince Barnet, Madeline Spy, U. Charles Irwin, Wallace Clark, Doris Lloyd, Allen Mowbray, 'Long Lost Father', Radio.

Dorothy Granger, 'Nana', U. A. Douglas Walton, 'Madame Spy', U. Fred

'Queen Christina', Metro.

Herman Bing, Johnny Weissmuller, 'Hollywood Party', Metro.

Mona Maris, Joseph Schildkraut, 'Yankee Smoky', Fox.

Dell Henderson, Jerome Storm, 'Pardners', Paramount.

George Ovey, 'Alice in Wonderland', Paramount.

Paul Hurst, 'Frontier Marshall', Fox.

Claude Gillingwater, George Cooper, Bradley Page, Arthur Pearson, 'House of Murder', Col.

Edward McWade, Selmer Jackson, 'Fog', Col.

Frank Conroy, Pat Collins, 'Rodney', Radio.

Jack Jackson, Emerson Tracy, 'The House of the Living Dead', Paul Nicholson, 'Wild Birds', Radio.

Lois Wilson, Skeets Gallagher, Warren Hymer, 'In the Money', Universal.

Barbara Kent, Donald Dillaway, William Farnum, Phyllis Barr, 'Marriage on Approval', Freuler Monarch.

Arthur Jarrett, 'Let's Fall in Love', Col.

Lucien Littlefield, 'Sons of the Desert', Roach

Chatter

(Continued from page 53)

first of month from Old City to take charge again at Duquesne Gardens.

Bill O'Reil, Pittsburgh winner in Par's 'Search for Beauty' contest, pulled out for coast last night (9).

Mrs. J. M. Money is toasting a stag birthday dinner for her brother half, Metro exchange head, Satdee nite.

Mort Blumenstock in town plotting campaign for 'Footlight Parade', opening at Stanley Field (13).

Bill Zellor, former mgr. Enright and now at Ambassador, St. Louis, called home to W. Va. by death of father.

Eugene Dwyer, booker in Pittsburgh U. A. office, has returned to his post in the Washington (D.C.), exchange.

Magidson Twins home to celebrate their 18th birthday and then off to Parkersburg, W. Va., to start work.

William Penn hotel's chatterbox got away to a flying start by having season's debts as guests of honor on opening night.

Vaudville and Helen Stout, little theatre lights here, due back in U. S. Nov. 1 on S. S. Saturnia after several months abroad.

Friends here tickled with Karl Krug's progress. He has been named to Ed Finney's post in U. A. New York publicity office.

Metro had a camera crew here to catch the shooting Greyhound bus terminus in Montgomery's next 'Transcontinental Bus'. Outfit across the continent stops at all important bus terminals en route for a few shots.

PITTSBURGH

(Continued from page 8)

around here, and Dr. Bull at Fulton isn't likely to be an exception, despite the competition. Off to excellent start and \$5,000 should be easy.

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OBITUARY

MAY DEALY

May Dely, 35, who with her brother Joseph once figured largely in vaudeville and supper rooms as ballroom dancers, died in St. Luke's hospital, N. Y., 28 after a brief illness.

The Delys were among the first to popularize the afternoon, the dance, and when Vernon Castle enlisted in the aviation corps during the war they took over the Castles' band and toured the country.

About 12 years ago the brother dropped out to manage a vaudeville string in Sullivan county, which he subsequently sold when the big chains were buying everything. He is now a theatre manager in Liberty, N. Y., from which point they she survived by three

WILLIAM SEYMOUR

William Seymour, 82, for many years stage manager for Charles Frohman, died in Plymouth, Mass., after an illness of 10 days.

He began his career in Edwin Booth's theatre at 23rd st. and 6th ave. some 50 years ago. He played with Jefferson and other stars of the day and in 1898 was appointed general stage manager for Frohman, a position he held until 1918. A few years later, in 1927, he retired. During his period of activity he was associated with the best of the stage lights of the theatre and was widely known for the excellence of his work.

He is survived by his daughter, Mrs. May Eckert. His wife, a sister of the more famous Fanny Davenport, died in 1927.

EDGAR LEBENSBERGER

Edgar Lebensberger, 49, operator of the 225 Club in Chicago, found shot in the head with pistol in hand on Oct. 6.

Lebensberger, left a fortune by his distiller father, Lafayette Lebensberger, had previously been identified with the Sky-High Club before taking the 225 Club, where he played the biggest names in show business. Was also planning to open the old Opera Club under the name of Mayfair on Nov. 5.

Revealed after his death that Lebensberger, former aviation lieutenant, was named in a federal indictment for complicity in a mail robbery last December.

RENEE ADORÉE

Renee Adoree, 31, died at her Tunica (Calif.) home Oct. 5 from a lung ailment. Played roles which reached stellar heights in 1925 in 'Big Parade', since 1930, returning to the Hollywood environment eight months ago. Her last picture was 'Call of the Flesh' for Metro.

Miss Adoree, whose real name was LaFontaine, was divorced from Tom Moore in 1925, and later from William S. Gill, Hollywood agent.

Miss Adoree's start in the amusement field began as a performer in her father's circus in France.

Actress is survived by her mother and brother in London and a sister in Mexico City.

REI

Rancis Ellison Reid, 66, for the past 17 years press representative for the Erlanger enterprise, and once dramatic editor of the N. Y. 'Herald' collapsed in the lobby of the New Amsterdam theatre Oct. 3, and died before medical aid could be summoned. He was on his way to his office.

In addition to his Erlanger and Klaw & Erlanger, he had served in similar capacity with Liebler & Co. and with Chas. Frohman. He was widely known in newspaper circles.

He is survived by his widow, the former Josephine Victor, and his mother.

JOSEPH C. HOFMEISTER

Joseph Hofmeister, 66, one of Minnesota's outstanding band leaders, died at his home in Springfield, Min., Sunday, Oct. 1, after the past 12 years he had directed the Springfield rhapsody band.

His was a musical family; he of his nine sons are professional musicians. Surviving also are his widow and one daughter.

HILDA FERGUSON

Hilda Ferguson, 30, former show-girl, died of heart disease in New York, Sept. 3. She had been in one edition of the 'Follies' and in a 'Music Box Revue'. She shared an apartment with Dot King until about a week before the latter was murdered. She is reputed to have been in pictures for a time, in the Sennett company. Her maiden name was Hildegard Gibbons and the divorced wife of Robert B. Ugarte, a dentist.

DAN DARLEIGH

Dan Darleigh (Kaustin P. Parker), actor and playwright, died in Willard State hospital, Syracuse, Thursday (3). He had gone there for treatment following the death of his second wife, Lena Runner Darleigh, two months ago. Darleigh was best known for his play, 'Stebbins', in which he tramped for years.

First wife was Hazel Burke, actress, with whom he appeared in legit and vaude. Funeral and burial at Flattsburg, N. Y.

RUTGERS NEILSON

Anthony Rutgers Neilson, 3rd, son of Mr. and Mrs. Anthony Rutgers Neilson, 2nd, died Wednesday morning, Oct. 4, at the Broad Street hospital, New York, from peritonitis. The father is attached to the film publicity department of RKO.

Funeral services were held Friday morning (6).

LOUIS PESCARA

Louis Pescara, 45, band and orchestra director, in Lynn, Mass., on Oct. 2 as a result of eating foodstuffs mistaken for mushrooms. He was supposed to have been an authority on mushrooms and had picked baskets of the delicacies on several occasions.

RICHARD COOK

Richard Cook, former vaudeville and circus man, died at his home Union Hill, N. J., after a long illness, started on a Missouri river showboat.

About four years ago he quit the stage and went to live in Union Hill. His wife died before him.

LILLIAN ENGLISH

Lillian English, teamed with her husband, Billy Zuh, committed suicide in Boston, Oct. 2. She had been appearing with him in small New England stands.

Deceased was formerly married to Jean Bedini. News item appears in vaudeville section, this issue.

AUGUSTUS T. WHALEN

Augustus T. Whalen, 58, died unexpectedly in his Marboro (Mass.) home Saturday. He was a member of the firm of Monahan & Whalen, owners of Pastime Hall in Marlboro, Lake Chauncy Park in Westboro, Moseley's on the Charles.

ILLARD K. WILSON

Illard K. Wilson, 43, died in Long Beach, Calif., Oct. 5, from injuries in an automobile accident. Deceased was known as a marine expert at Paramount, Fox and Metro.

TOWNSEND D.

Townsend D. Paul, 35, killed in Los Angeles, Oct. 8. Found strangled in his bedroom and robbery evidently the motive. He had been on the New York stage before going to Los Angeles for screen work.

Husband of Della Dean Orr, organist and program director of WKBC, Birmingham, died. Hot Springs, Ark., Sept. 24, after a long illness.

Mrs. Dora BeGale, mother of Mrs. George Woods, died Oct. 5, following a long illness. Survived by eight children and a sister.

other, 80, of Willard Mack, died at the Beverly Hills, Cal. home of her son Oct. 7. A daughter also survives.

Father, 73, of Louise Fazenda died in Los Angeles, Oct. 8.

OLD COMIC TOPS STRIP

'Sliding Billy' Wakes 'Em in Pittsburgh and Is Held Over

Pittsburgh, Oct. 9.

'Sliding Billy' Watson, veteran burlesque comic making his first appearance here since 1924, has been held over at the Variety for a second week. Surprise click of old-timer with George Jaffe's stock troupe led to holdover.

It's the first burley 'name' that Jaffe has had since he reopened the Variety six weeks ago after a four-month shutdown.

MRS. I. H. HERK FIGURES IN DOWN EAST VENTURE

Worcester.

Another attempt to make a go of burly will be made in Worcester Oct. 16. Papers transferring the old Worcester theatre from the Spencer Savings Bank to Mrs. Lola (I. H.) Herk of New York were recorded here Saturday.

Mrs. Herk will assume a \$30,000 mortgage held by the bank and will also pay the back taxes. About \$2,000 will be spent on repairs. Edward Ryan will manage the house.

The last few attempts at burley here have put the promoters in the red.

Two More Troupes Added To Cleveland Burleys

Cleveland.

Warren Irons and Edward Flannigan, who also operate burly at Terminal, have set up another burlesque company at the New Roxy, with George Young as house manager and producer.

Stock cast includes Hal Rathbun, Benny Bernard, Ann Valentine, Ruth Decline, Patricia Kelly and Joanna Slade.

Irons and Flannigan trying out the first graduated ticket scale for any burly house here, besides introducing noon shows. Five acts of vaude also sandwiched in between continuous performances. First show from 10:30 to noon is 20 cents; 12 to 6, 35 cents; 6 to 11, 40 cents; with midnight shows at 50 cents.

Dave Lederman, lawyer and theatrical promoter, is planning to open another burly house around Nov. 1 with a 20-cent top for all seats. Lederman and George Young were formerly associated burlesque sport at old Gaiety last year but split up.

Tab's 16 Loew Weeks

'Student Prince' tab, revived by the Shuberts and staged by the William Morris office for picture houses, has been optioned for 16 weeks by Loew.

Opens Nov. at the Century, Baltimore.

MILT SCHUSTER'S BOOKINGS

Chicago, Oct. 9.

Milt Schuster office last week placed Wava White, Willie Gordon and Georgia Clarke into Hon Nickle's Gaiety in Baltimore. Sent Mickey Steele to the Lyceum, Columbus; Jerri McCawley to Irving Place, N. Y.

Dauphin in New Orleans drew Sammy Weston, Louise Grantleigh, Vera Thorne, Peggy Moore, Irene Sutton, Dorothy Deegan, Newton and Gallmore. Ann Lee went to the Fine Arts, Detroit; Al Weber in Avenue, Detroit, and Walter Smith for the Terminal, Cleveland.

BURLEY O. K. IN MPLS.

Minneapolis, Oct.

Receding in its demands, the stage hands' union here has waived its requirement that two weeks' salary be posted in advance by Harry Hirsch for his burlesque stock company in the Gaiety. In consequence, the house will recap this week.

Under the terms of an agreement between the union and Hirsch, the latter will pay a lump sum for all stage services, with the participants apportioning it as they see fit. A settlement will be made daily.

CIRCUSES

For Current Week (Week Oct. 9) Hageneck-Wallace

Oct. 9, Tyler; 10, Corsicana; 12, Temple; 13, Taylor; 14, San Antonio.

H-W Top Circus Grosser; R-B&B Fair; Carnies Deader Than Ever

HAGENECK BEATS R.B.&B.

Going Stronger in South and Will Keep Going

Birmingham.

With circus business improving since the shows have hit the South closing dates are still a little uncertain. However, the tentative closing dates for the Ringling show is set for Oct. 25 at Miami. Hageneck-Wallace show is jamming and packing them every night and show will probably stay out as long as the weather permits and there are enough dates.

The Wallace show at Montgomery last Saturday (30) played to such a packed tent that the horse race had to be called off, according to reports. Business with the Ringling show is improving. Show did moderately good here Tuesday (3) and heads for Tennessee and Georgia.

PLUMBING TAKES ITS TOLL IN CARNEY FIELD

Los Angeles, Oct. 9.

After playing two days at the Washington and Hill lot, Miracle Midway and Circus, carney operated by Jack Stanley under a Native Sons and Daughters auspices, folded Monday (2). Crowd was turned away by an announcement that there was trouble with the lights that night, but show failed to reopen.

Shutdown was because the city health department decided there was not sufficient sanitary facilities and the promoter could not install the fixtures.

Pyle Gets Press Snub

Chicago, Oct. 9.

Due to C. C. Pyle's treatment of newspaper men, Ripley's 'Believe It Or Not' concession will probably leave Chicago the most disliked outfit at the Fair. Pyle was in constant controversy with newspapers and turned down every newspaper pass, even to the working press. Many of the men on syndicates have turned in their passes and refused to go near the joint.

Reported that Bob Ripley knows nothing about the affair.

LEAPER BREAKS LEG

Buffalo, Oct. 9.

Jack Parkhurst, negro parachute jumper, suffered a broken leg and had a narrow escape from death when he landed in a field Sunday after an exhibition jump.

Parkhurst who has over two hundred jumps to his credit had trouble with his parachute and after landing in a plowed field was dragged along the ground. He has been making exhibition jumps Sundays during the summer at the Becker airport here.

CARNIVALS

For Current Week (Week Oct. 9)

Bar-Brown; Maryville, Barker, J. L.; Morehouse, Bee, F. H.; Athens, Ala. Big State; Haverhill, Buntz Greater; Camden, Collins & W. C.; Danville, Va. Dodson's World Fair; Tupelo; Gibbs, W. A.; Humboldt, Golden Valley; Hillsburg, Great Lory; Providence, Greenwood; Milford, N. H. Hamilton, Tom; Gloster, Hansen, A. C.; Macon, Howard Atter; Gloucester, Jones, Johnny J.; Norfolk, Va. Kraus, J. L.; Danville, S. C. Landes, J. L.; Conway Springs, Lang, Dee; Ansonia, Lezette, R. D.; Rider, McFarland, Ed.; Grapevine, M. J.; Glenside, Miss. Valley No. 1; Danville, Va. Miss. Valley No. 2; Shansfield, Model Show of Amer.; Concord, Monmouth, N. J.; Au Nall, C. W.; Monroe, La. Royal Palm; Morris, Royal American; Columbus, Shugart, Jack; De Witt, Shirley, Shirley; Louisville, World of Wirth; Louisville, Yellow Stone; Atlanta.

Outdoor season winds up with some smiles for the circuses but only gloom for the carnivals. Latter slowly passing out of the amusement picture, each year more and more communities banning their appearance within the city limits.

Hageneck-Wallace was the big winner of the season, showing its largest gross in years. Clyde Beatty accounted for the great bulk of it take.

Ingling trick was spotty business, doing better east than west. Chicago engagement was a disappointment, the World's Fair proving too stiff competition and no help as had been expected. Burma giraffe-neck women proved no go at the ticket-windows, falling to repeat on trade that the year before had done by the Duck-bill women.

Smaller indie truck shows were all in better shape this year than last, most of them reporting increased trade due to lowered admission. Hageneck-Wallace circus was particularly strong for admission reduction, playing up that 25c ticket for children. Which counted at the box-office, the cheap kid ticket bringing many adults to the window.

JUST A NICE 100% BUST IS OHIO RODEO

On hand for lack of funds are some of the 100 or so cowboys and cowgirls and their stock who were entangled in the flop here last week of Fred Beebe's 'original world series' rodeo, scheduled for nightly and three afternoons performances at Redland Field from Sept. 30 to Oct. 8.

It was a shoestring promotion and blew up Wednesday (4) when the matinee was canceled, with a couple hundred cash customers in the stands and none of them getting a refund. Several hundred additional people who bought tickets for later exhibitions also were stung.

Show, first of its kind attempted here, received a surprisingly large amount of free publicity from the local dailies, the press splurge extending through several weeks. Chilly weather was a detriment to night attendance and the first day's big wage warning that the thing wasn't taking with the public. Then started a series of attachments on the box office.

Besides the rodeo participants, those who took it on the chin financially for the brodie were the Cincinnati Baseball club, newspapers, program publishers and advertisers, press agents and a native good fellow who put up about \$500 for rail transportation costs and other expenses to get the thing under way at the last minute.

LETTERS

When Sending for Mail to VARIETY Address Mail Clerk, POSTCARDS, ADVERTISING or CIRCULAR LETTERS WILL NOT BE ADVERTISED LETTERS ADVERTISED IN ONE ISSUE ONLY

Ellen Harry	Performance Henry
Brown King	Lloyd Allan
Er	Rich
Fredrick Wm Hill	Ward Arthur
Grant	Wells Lewis
	Williams Harry
Haynes	Young, Lily

ICAGO OFFICE

Bai	Revel Billy
Paul Billy	Erwood Sherry

DOROTHEA ANTEL

220 W. 72d St. New York City
My New Assortment of GREETING CARDS in New Styles, 21 beautiful CARDS and FOLDERS, boxed, Postpaid, for

One Dollar

I. MILLER

INSTITUTION OF INTERNATIONALS

Shoes for the Stage and Street

SHOWFOLK'S SHOESHOP—1552 BROADWAY

GEORGE M. COHAN THEATRE
JOE COOK
 IN
"RAIN OR SHINE"

ERECTED IN 1913 THIS THEATRE FIRST ENLARGED ITS CAPACITY DURING THE RUN OF JOE COOK IN "RAIN OR SHINE", INSTALLING 227 ADDITIONAL SEATS.

WINTER GARDEN
JOE COOK
 IN
"HOLD YOUR HORSES"

THE NEW YORK WINTER GARDEN, BUILT IN 1911, HAS JUST PROCURED 100 SEATS MORE TO ACCOMMODATE THE DEMAND TO SEE JOE COOK IN "HOLD YOUR HORSES".

THE ARCHITECTS WERE WRONG

ERLANGER THEATRE
JOE COOK
 IN
"FINE AND DANDY"

WHILE JOE COOK—in "FINE AND DANDY" PLAYED THE ERLANGER, NEW YORK, THEY ADDED FOUR SECTIONS OF 14 CHAIRS EACH.

CINEMA CATHEDRAL
JOE COOK
 STARRING IN
FOX FEATURE FILMS

= HISTORY REPEATS ITSELF OVER AND OVER AND OVER.

Barbelle

VARIETY

PRICE
15¢

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Vol. 112 No. 6

NEW YORK, TUESDAY, OCTOBER 17, 1933

64 PAGES

FILM CODE VEXES GOV'T

No Respecters of Dignity, H'wood's Autograph Hounds Crash Funerals

Hollywood, Oct. 16. Actions of the usual mob of curios at recent funerals of picture people has riled Hollywood for the first time against autograph hunters, star gazers and film followers. Complaints have been numerous, some being registered with cemetery associations, against the mob who hold nothing sacred.

At the burial a short time ago in Hollywood cemetery of a prominent woman, the crowd started to gather long before the services. Tourists, mothers with their kids, children and people with nothing else to do, dropped in for a look.

Affair had more the air of a picnic than a burial. Friends and relatives looked on objectively while the autograph hunters piled their trade. Cemetery officials made no attempt to maintain the dignity of the occasion, letting the crowd have a good time.

At another funeral, services in the cemetery chapel were interrupted by crying of children and generally out-of-place happenings.

Funerals of Mrs. Peg Talmadge, mother of the Talmadge sisters, and Renee Adoree recently were among those well attended by the curious. Headlines in the dailies brought them.

Hollywood figures in the future to issue cards for those privileged to attend funerals, and at least keep out the autograph bookies.

B'WAY TUNGSTEN BALLY FOR LIKKER—WHEN, IF

Electric signs, billboards and posters may appear shortly on whiskies and other hard stuff pending okay for sale by retail. The advertising would be strictly of an advance nature to perk up public interest when it's ready for purchase. The Broadway billboards are due for a new lease of life as a result.

First direct advertising on hard stuff appeared a week ago, when Park & Tilford took full pages in the New York newspapers, offering imported vintage whiskies, wines and cordials for sale now with delivery subject to repeal.

Judgment Proof Actors Too Much for Sheriff

Davenport, Ia., Oct. 16. With Carl Marts, manager of a stranded show troupe in jail and the remainder of his company sans funds and hungry after doing a three-day flop at the Iowa theatre, authorities were non-plussed on what to do about the situation. Result was that on the week-end Marts was released, told to load co-workers into a bus in which they came and make themselves scarce. Marts was being held for two restaurant bills.

Musicians Sleep Late

Chicago, Oct. 16. It's tough for night club and hotel bands to get on commercial programs due to the early hours set for auditions. Missing an audition last week lost Buddy Rogers a chance to go on an NBC ride for Plough Cosmetic. Benny Meroff band showed up on time, however, with Meroff loudly exclaiming at being pushed out of bed so early. Meroff got the show.

N.Y. MAYORALTY WITH PIC P. A.'S

Two of the three major parties involved in the New York City mayoralty campaign are devoting special attention to vote-gathering in the show business. For the first time departments have been established in campaign headquarters to concentrate on the theatre in a local election.

Mayor O'Brien (Tammany) has borrowed Arnold Van Leer from the Columbia Pictures to head its Theatre Committee, with special offices taken in the Criterion theatre.

Joseph V. McKee has Wayne Pierson, Major Joseph Donovan, J. J. McCarthy and Charlie O'Reilly in his Stage and Screen Division. They're working out of the campaign headquarters at the Elmore. Both contacted show biz for the Democratic party during last Presidential campaign.

Brewer—Booker

Cincinnati, Oct. 16. Talent is being circuted in local 3.2 spots dispensing product of Falls City Brewing Co., Louisville, Ky. Vocal and instrumental teams and trios for floor work are hired and paid by Queen City Bottling Co., Cincy agency for the brewery. Units make two neighboring shows nightly and are blurred by photos and signs in dealers' windows.

Idea sprang from William Heckerman of the distributing firm and adding new Queen City beer shops footed their own bills for flesh entertainment.

1 Seat Per Each Pop.

Delano, Mich., Oct. 16. With the opening of the Delano theatre here, this village of 1,000 inhabitants will have two show houses providing a total number of seats in excess of the population. New house seats 500 and old one 550.

UNCLE SAMUEL GETS IMPATIENT

White House Ultimatum Against Being Used as a Clearing House for Industry Squawks—Official Peeve Smouldering a Long Time—Redress Possible for Everybody

BURN-UP TELEGRAMS!

By TOM WALLER

Washington, Oct. 16. The White House refuses to be used as a clearing house and publicity background by industry factions battling over the code. This is prompted by a conclusion reached today that filmdom is trying to pass the buck from all sides.

But, it is understood, the White House will turn a blind eye and deaf ear to all matters concerning the (Continued on page 36)

ROCKEFELLER CAFE ATOP RADIO CITY

Rockefeller interests are retaining the 64th and 65th floors for self-operation as gigantic terrace restaurants with midair garden and sunning facilities. Capacity is 1,500 diners on the terraces and 1,000 more inside.

Other in-the-sky cafes are also being mulled when the Rockefeller Center is completed.

FREE GATE ONLY

NBC Nixes Concessionaire's Money Ideas

There will be no charging of admission for visitors to the NBC studios in Radio City or for sideline attendance at the broadcasts. Frank Darling, who has the concessions in the Observation tower at R. C., submitted a proposition along these lines and received from the NBC board of directors a complete turn-down.

Darling until recently handled the concessions at Playland, Rye, N. Y. His tenancy at Radio City gives him four top floors of sun baths, indoor golf and other amusements.

Turning Other Cheek

Lincoln, Neb., Oct. 16. KFAB offered its facilities to University of Nebraska versus Kansas State debate on "Resolved, that the federal government should enact legislation providing for a system of radio control similar to that exercised in Great Britain."

Debate is scheduled for evening of Oct. 27.

N.Y.'s New Commissioner Goes Censor In a Hurry; Hits Fanning, Stripping

Another Slant

"I certainly hope the theatre comes back this season. Women don't dress up to go to the pictures, but if it's a play, matinee or night, the girls know they'll be seen, so they invariably spruce up a bit. And if there are enough good shows to see they'll be buying a new dress or two."

A little seamstress' slant on show business.

The new Commissioner of Licenses in New York, Sidney Levine, is reported planning a rigid campaign to clean up Broadway. He is personally inspecting the situation and made his first move in an ultimatum to the Paramount last week threatening the theatre's license unless Sally Rand was covered up.

While it may have appeared a publicity plant, the new commiss is said to have figured the Rand fan dance a good point of attack on his induction into office.

He was sworn in as License Commissioner Monday (8) and the following night personally covered the show, immediately notifying Paramount.

The commissioner claimed 50 complaints but none of these were produced for Fair counsel.

Miss Rand might have been held over a second week on the strength of the \$25,000 grossed, the first week for the license department's determination not to yield on its orders.

In his orders to New York burlesque houses to clean up, Levine specifically mentioned the Minskys' Republic and Max Winer's Irving Place. Latter is owned and leased to Wilner by District Attorney Crain.

It's nothing new for burlesque. It happens with the advent of all new commissioners, police or license. But it has a reverse twist this time, for usually it's burlesque that draws censorship attention to other shows, and on this occasion it was the other way around.

\$1,500,000 RENT LOAD ON NBC

When NBC moves over to Radio City Nov. 1 the network's books will carry over \$1,500,000 a year in rent alone. For the new layout the Rockefeller interests will collect \$1,250,000 annually, while the present space at 711 Fifth avenue, with a lease that has 10 years to go calls for \$300,000 per annum.

Network is also under obligation for around \$25,000 a year for the original WJZ quarters in Aeolian Hall, which it abandoned for the organization of the red (WEAF) and blue networks seven years ago.

Flock of German Film Exiles Due in U.S.

Several of the leading German film exiles are due in New York today (17) from Europe. G. W. Pabst, director, and Valentine Mandelstamm, scenario writer, are on one boat, and Wilhelm Thiele, another director, is due on another boat. Mandelstamm has been in Hollywood before.

Unknown whether any of them have picture deals in the making or set, though understood that Pabst has an offer from both Fox and Universal.

Radio's 13th Birthday

Pittsburgh, Oct. 16. NBC is sending a flock of talent, headed by Irene Beasley, on from New York and Chicago to KDKA Nov. 2 to broadcast a one-hour radio anniversary program from the local station. It'll mark the 13th birthday of modern radio, and much ado being made about the celebration. KDKA broadcast the Harding-Co election in 1920.

Dr. Frank Conrad is still living and will take an active part in the birthday broadcast. His son, Francis Conrad, is assistant manager of KDKA.

N.Y.-BUENOS AIRES HOP 'NIGHT FLIGHT' PLUG

Metro is talking to Clarence A. Chamberlain, Roger Q. Williams, and several other name aviators about a new long distance flying attempt to be financed by the film company; a builder-upper for 'Night Flight' Plane would be named the same way.

Metro's idea is not set yet, but one project is to attempt a New York to Buenos Aires hop. The journey has never yet been made or attempted non-stop, with the film company figuring it would be natural publicity for the stunt, especially in the South American and European markets. Film comes from a popular French novel, making it that much easier to plant stuff about it in France and Central Europe.

AMPLEY SUPPLIED

Minneapolis, Oct. 16. Gilbert, Minn., village near here with less than a thousand population, boasts 13 beer taverns along one side of its only business thoroughfare, extending about two blocks.

Films Raid Legit, Then Teach Actors How to Act—Dressler

By Cecilia Ager

If Booth came and went into pictures today—he'd be laughed the Marie Stage actors really learn They stop rant—they throw away their ham mannerisms. They learn that to in pictures, must be natural, that natural, perfect acting can win the approval of the mass picture audience and survive the exaggeration the screen.

quite right on the stage to work with a big brush, to ins oneself all over the place, to heave and toss, Miss Dressler points out, but pictures are the shadows of real people. For pictures, and actor must be the part without trying. The screen won't let him exaggerate for effect. The screen will always borrow actors from the stage, then teach them acting.

Miss Dressler herself always was a natural actor, she says, so the transition was easy for her. She has always tried to make the people laugh, she never cared how. She'd stand on her head if necessary she'd do anything. Fortunately she doesn't have to go to such lengths for a laugh in pictures, for she says it's not quite so easy for her to stand on her head today. Her intentions are just as sincere, but the screen lets its people off more lightly.

Work Is Relaxation

As a matter of fact, she says, the only rest she gets, she gets while she is working on a picture. Though she looked very fit and hearty during her New York visit, she was all worn out inside, spent emotionally. Her NRA's Dinner Club tribute, the ACTA's broadcast, her work for the American Women's Association, all these things she's so vitally interested in take so much out of her, and she feels that right now she must husband all her strength to do what she can for the NRA. All her radio broadcasting at last, she's decided, will be (Continued on page 29)

ENGLISH ST. SCENES DELAY PIC 4 WEEKS

Mechanical difficulties have forced a five weeks' delay in production of 'The Great Adventure,' Arthur Hopkins-Eddie Dowling indie, at the Astoria, L. I. studio. In its fourth week of production, picture stops this week for five weeks while Larry Williams, cameraman, goes to England for retakes.

Picture is using the rear projection screen process for exterior effects and English scenes are called for by the story. First views were not satisfactory.

Lillian Gish and Roland Young are in the cast. William C. DeMille is directing. The delay will keep it in production for 12 weeks.

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Cyril, Another of the 7 McLaglen Bros., in U.S.

Hollywood, Oct. Another McLaglen's brothers have arrived here, hoping for picture work.

Newest McLaglen is Cyril, youngest of seven brothers, who has been starred in Australian pictures.

100% INCREASE IN EXTRA JOBS

Hollywood, Record placement of for any one month since talkers began was reached during September, with 39,762 having been spotted in eight major studios by Central Casting office. They garnered wages totaling \$398,169. Spec figures cover 7½ years, and mark an up of almost 100% during that period. Total payroll increase for extras between June 1 and Sept. 1 of this year is \$505,500.

August broke a six-year record, with 34,008 placements.

Jack L. Warner, chairman of the Calif. NRA State Recovery Board, attributes the marked upswing to operation of the President's re-employment program.

During the past week however, studio placements of extras slumped 938 in comparison with the week before. Total for stanza ending Saturday was 6,484, with the spottings easing off toward the end. Last day hit but 654. Week before, 7,414 day checks were handed out.

'ADELINE' AT ASTORIA; WANT BUTTERWORTH

Rowland & Brice has set Morton Downey for one of the leads in the 'Sweet Adeline' musical, which will be made at the Erpi (Paramount) studio in Astoria, L. I. Indie firm has asked Metro for a loan of Charlie Butterworth, who is wanted for the role he created in the original production.

It's now probable Fox will release 'Adeline' in place of Paramount, which is distributing R&B's last musical, 'Take a Chance.' Starting date for 'Adeline' is Nov. 20. R&B may do Connelly & Swanson's 'Sons o' Guns' as a follow-up.

Chaplin Starts in Nov., With de Haven as Aide

Hollywood, Oct.

With his next silent picture set to start the first week in November, Charlie Chaplin has appointed Carter de Haven as his assistant. Also aiding the comedian will be Albert Austin and Henry Bergman.

Chaplin has promised to have the picture ready for March release.

SETTING TAMMEN, BONFILS

Hollywood, Oct. Metro wants Lionel Barrymore and Thomas Meligan for leads in Gene Fowler's 'Tammen-Bonfils' 'Timber Line,' newspaper. Starts in two week ing to schedule.

'LANCER'S' SCRIPT HIATUS

Hollywood, 16. 'Dengal Lancer' is up in the air at Paramount. Story trouble. Waldemar Young, ith tephen Roberts, director, are working on the script.

ARLISS STARTING

George Arliss leaves Thursday (19) for Hollywood to start his first picture for Twentieth Century. Actor's been in New York past week taking it easy after a vacation at his English home.



WILL MAHONEY

Mr. Gordon Hillman in the Boston Daily Record. After seeing Will Mahoney, the headliner at Keith's, there is a suspicion in my mind that Mr. Mahoney is one of the best one man entertainments on the stage.

All Communications Direct to WILL MAHONEY, 54 Malibu Beach Pacific Palisades, Calif.

UNEMPLOYED'S UNDERCOVER UNION

Hollywood, Oct.

Attempting to organize a general union of all studio workers, Society of Motion Picture Employees has held several undercover meetings during the past two weeks. Group is getting little encouragement from rank and file of workers, but is attracting many members of the LAFGE locals who are dissatisfied with the outcome of the recent strike and who have not worked since the walkout.

A meeting Friday (13) brought out slim representation, with only 35 at session. Another meeting is on tonight (16). Leaders of the movement will attempt to obtain members from all groups, and are welcoming those in unions already established. Battle cry is necessity of one central group which can strengthen any individual union now operating, and assist with moral support and advice to help win any strike in the future.

Attendance at Friday's meeting was disappointing to leaders of the new movement. Those present were asked to try to figure some idea for promoting a membership drive and plea was made, to round up more candidates so a mass meeting can be staged within the next two weeks.

Movement to organize film workers into a union or group is not new. Several previous attempts faded after brief campaigns for members, and observers figure the society will do a fold without a flag waving membership campaign.

Under-Supply

Hollywood, Oct. 16.

Although extras, bit players and even principals are doing the studios and agents for picture work, the second assistant directors are having no opportunity for loafing in fact, there is a dearth of them.

Radio required three for current productions, and only after considerable searching were they found.

MONA RICA CONFIRMS

San Diego, Oct. 16. Mona Rica, actress-wife of James N. Crofton, Agua Caliente sportsman, asserts she intends to divorce Crofton as soon as possible. Papers will be filed in Superior Court at once; on what grounds she did not disclose.

Her announcement of divorce followed a denial by Crofton that he had gone to Reno to start proceedings against the actress.

Hope's Educ. Shorts

Bob Hope looks set to make six two-reel comedies for Educational. Hope is slated for 'Gonna Be a Doctor,' Jerome Kern-Otto Harbach musical, sometime in November. Shorts would be made at Astoria.

Shep Strudwick Went Just for the Ride

Shepperd Strudwick, leftt juve, is back on Broadway after being sent to Hollywood by 20th Century films without a screen test! He got his return trip fare without working.

The studio liked Strudwick, but not for the part for which he was immediately wanted. It's opposite Ann Harding and calls for an older player. The mistake cost 20th a round trip ticket.

Strudwick is going into a Theatre Guild show in New York, after which 20th will pick him up pictures.

THE GOLD RUSH SPIRIT GETS 'EM

Hollywood, Oct.

Few persons come to Hollywood without the feeling that the streets are lined with gold. They land in town saying, 'Here I am—where's all this hearing about?' 'Imme mine!' This attitude is particularly true of the contest winner who gets a trip to Hollywood to see how pictures are made. These girls are generally brought to the coast by studios on four-bit contracts.

It has gotten so tough that local hotels, as soon as the girls register, get in touch with the studios to find out how strong they can go on the tabs, for it has been discovered that most of the femmes land in town with everything but money. Ink isn't dry on the register before the girls start charging, with the roof the limit and the hotel worrying who's going to pay off. Naturally the studio has had to take the rap for it, feeling that it wouldn't do for the sightseers to return to their home towns with the story that Hollywood is the bunk, and that the studio sponsoring their trip was cheap.

Latest mob to arrive comprised six chorus gals who came here for Warners. One of the femmes had a dime in her pocket when she got off the train; another had two-bits; still another had a dollar in cash. Studio had to straighten them out with their own money so that they wouldn't get a bad start.

20TH CENTURY FIRM TIES-UP PHONE SHOTS

Hollywood, Oct. 16.

Going into work 10 days before it was scheduled, 'Trouble Shooters,' 20th Century production, is getting process shots at the local telephone company, thus excluding other companies making this type of yarn from using telephone company equipment in this state in their productions.

Studio work on the picture is slated for Oct. 23, but meanwhile William Wellman, the director, is grinding exchange footage with Constance Cummings and Arline Judge.

Phone companies have a ruling that only one company at a time can aim cameras at hello equipment in the state, which means that Warners, which has 'Hell's Bells,' a phone yarn, ready to start soon, must get its switchboard backgrounds outside of California. Sidney Sutherland is the latest writer on 'Hell's Bells,' succeeding Ben Markson.

More hero stuff for the telephone line workers. Columbia has put Robert Quigley to work writing 'Storm at Night,' action pic to star Tim McCoy. Warners has 'Hell's Bells' and 20th Century 'Trouble Shooter,' stories of linesmen.

McCoy, at his Wyoming ranch, returns to Col next week for 'Straightaway,' auto yarn. 'Storm at Midnight' follows.

RKO Checks Czech

Hollywood, Oct. 16.

Radio is giving a contract to Steff Duna, Czechoslovak, whose only appearance in country was in Radio's Eskimo pic, 'Man of Two Worlds.'

TRITE FORMULA CHILLS GRID FILMS

Hollywood,

local picture theme every fall past 10 years, this season sees two pigskin operas being turned out by the major studios, Indies. Studios took it.

last several gridiron features, which influenced them to lay off, this season. Then too, studios have found almost impossible to get a new angle on football. All stories must be won in the last few seconds to hold suspense, and the formula, the producers say, has grown stale.

Universal with 'All American' last year, and Warners 'College Coach' of this season, not yet released, both be classed as throw-ons the money in college football. Fox's 'Rackety Rax' of last year brought the gangster element into the game. Only Simon Pure pigskin picture this year is Universal's 'Saturday's Millions.'

Shy

Fox, Metro, Radio, United Artists, 20th Century and Paramount are steering clear of football completely. None of these studios has a picture in production or scheduled with as much as a pigskin sequence in it.

It's a tough break for the college teams hereabouts which have managed to do rather well during the period before football gets into full swing by working in pictures. This year the boys have had to depend on laundry routes, waiting tables in frat houses and other part time college employment to get their spending money.

Coaches are just as glad for, after a few days' association with picture stars and a lot of back slapping, players usually develop temperaments and are hard to handle until the smell of grease paint leaves their nostrils.

HARLOW AFTER A 100% TILT TO \$2,500 A WEEK

Hollywood, Oct. 16.

Jean Harlow and Metro are in a salary dispute. Actress wants her salary doubled from \$1,250 a week to \$2,500, with studio not hot, claiming she is unappreciative of what they have done for her in her personal troubles and elevating her into the stardom class. Miss Harlow, now in the Good Samaritan Hospital, is recovering from an appendicitis operation.

Beery's Trans-U.S. Hop

Wallace Beery, flying his own plane, left New York for Hollywood Friday (13), one day after return from a European vacation. Hurry was demanded by Metro, which has a company car location in Mexico City for 'Viva Villa' waiting for Beery. After a quickie in Hollywood, Beery was to fly down to Mexico.

Mrs. Beery and their daughter, who had returned from Europe with Beery, remained in New York for a week or so and will follow by train.

Albuquerque, Oct.

Wallace Beery left here today for Hollywood via plane, leaving his damaged plane Sunday in Santa Fe. He declined a personal appearance with 'Bowery' at the Sunshine here to make 'Viva Villa.' He was unhurt in the plane crash.

SAILINGS

Oct. (Bremen to New York) Katharine Cornell (Europa). Oct. 20 (New York to Paris) Willard G. Triest (Paris).

Oct. 28 (New York to Paris) Sol Leeson and wife (Paris).

Oct. 19 (New York to London) Maurice Cowan (Majestic).

Oct. 14 (New York to Paris), Roy Durstine, Ed Perkins, Matthew Beecher, Mrs. A. J. Kobler, Joseph A. Richard, Eugene Laroche (Paris).

Oct. 12 (New York to Berlin), Junius B. Wood (Europa). Oct. 7 (San Pedro to Honolulu), Dorothy Jackson, Giggi Royce (Lurline).

FAN MAG ROYALTY OUT

Chi 'Trib's' Ad Censorship

Has Loop Theatres Ga-Ga—Can't Understand Liberal Reviewers' Language

Sudden turn of the Chicago has the local theatres dizzy, following the clipping all fan dancer advertising in paper. What B. & K. couldn't understand was the front page yarn on Sally Rand while B. & K.'s line of the final week of the fan dancer at the Chicago was blacked out of all ads. & K. also wondered why the 'Tribune' permitted its subsidiary in New York, the 'Daily News', to ballyhoo its life story of Sally Rand. In the review of 'I'm No Angel', the 'Tribune' flicker-judge stated that as she can see it, 'Mae West's pull lies in the fact that she really and truly doesn't give a goddam.' This followed a strict 'Tribune' censorship of B. & K.'s Mae West ad copy, even sending over a special man to take a peek at the ads before they were sent over to the paper.

B. & K. now wonders if it can write an ad for the paper quoting the 'Tribune's' opinion of Mae West. Still wondering, because later edition of the reviews carried the word 'damn' as a replacement.

JOLSON BACK TO COAST FOR WORK AND REST

Al Jolson scrambled back to the coast over the weekend to start huddling on 'Wonder Bar' for Warner Bros. His wife, Ruby Keeler, is remaining in New York for a fortnight or so to be with her folks. Jolson in the meantime will take a cottage at Palm Springs, Calif., to prepare a rest trip for both, particularly Miss Keeler. She isn't due to return to her WB film assignment, probably also 'Wonder Bar', until mid-November.

Jolson and the J. Walter Thompson agency, handling the Kraft-Phenix cheese program starring him and Paul Whiteman, tried to influence Jolson to remain east until the last minute, but the WB coast engagement, plus a rest, are essential. It means a drop-out of some seven weeks or more, during which time the Whiteman organization alone will carry on the air show.

Jolson will most likely mark his stage comeback with an operetta version of 'Porgy,' the Theatre Guild play by DuBose and Dorothy Heyward, priming it on the order of Eugene O'Neill's 'Emperor Jones' which went into a Metropolitan opera production and eventually to films.

Metro Reverses Itself, Okays Schnoz's Radio

Hollywood, Oct. 16. Metro is permitting Jimmy Durante to continue until Oct. 29 broadcasting on the Chase & Sanborn hour until Eddie Cantor's return Nov. 5.

Studio has refused continuance over the six weeks by a legal notice when John Reber, head of the J. Walter Thompson agency, made a continuance request. This had been granted by Louis B. Mayer to Durante over the telephone previously, but Mayer later changed his mind.

With the completion of his work in 'Hollywood Party,' which probably will be Wednesday (18), Durante was ready to remove his belongings from the Metro lot because of refusal of the company to grant his requests for certain billing and assignment considerations, along with the radio thing.

HOLTZ-20TH WINKING

Lou Holtz and 20th Century pictures are flirting. The comic may leave for the coast shortly.

Alert for New Talent

When a coast producer decided to remake a picture from scratch an actor who had appeared in an important part was dropped along with many other members of the cast. Before starting retakes, the producer met this actor for the first time and apparently forgot about his appearance in the junked negative. 'You're just the type for a part in my picture,' said the producer, and described the same character the actor had played before. The actor took it with a straight face and declined, saying he had another job at the time.

Wynn Nixes 27 1/2% For MG Retakes; Eastward for Air

Hollywood, Oct. 16. Ed Wynn leaves for the east Wednesday (18) to resume his Texaco hour over NBC.

For retakes on his picture Wynn says he refused \$27,500 salary and that he has no ill feeling toward Chuck Reisner, director, and Bob Hopkins, writer, who did the best they could under supervisory conditions.

On his arrival in New York Wynn will assume chairmanship of the McKee majority radio committee. First Texaco broadcast will be tied in with N. Y. 'American' Christmas Fund, either Oct. 31 or Nov. 7, with Hearst to provide the Metropolitan opera house for the broadcast, which is where the fund will get its share.

CHUCK CONNORS, JR., SUES ON 'BOWERY' PIC

John Wright, manager of the Rivolt, New York, will appear in West 54th street Magistrate's Court, New York, today (Tuesday) on charges of criminal libel filed by Chuck Connors, Jr., son of the Bowery character whose life is dramatized in 20th Century's 'The Bowery.' Picture is in its second week at the Broadway house.

Connors, a radio singer, thinks his father is libeled by the picture, which was authored by Bessie Rogow Solomon and Michael H. Simmons. The elder Connors died in 1913.

Connors' attorneys are Bröder & Brensblber.

Brief Moment

After keeping her under contract for more than a year, Fox is dropping June Vasek.

Her Fox film career consisted of a dance bit in 'I Loved You Wednesday.'

U. Ogles Novis

Hollywood, Oct. 16. Universal is dickering with Donald Novis for one pic. Depends on the radio tenor's NBC contract this fall.

MAYO'S DAD ILL

Archie Mayo happened by plane from Hollywood to New York Saturday night (14). Illness of his father brought the Warner director east.

Mrs. Mayo follows by train.

SYNDICATORS NOW RULING

Studios Which Formerly Had to Stand for Much Now Change Attitude

DIRT CALL DOWN

Hollywood, Oct. 16. Fan magazi writers are no longer the royalty of the press delegation in the eyes of the studio publicity departments. Crowns are now worn by the syndicate scribblers and a small crew of cut-and-out picture columnists on the sidelines.

Back of the falling from grace of the fan mags are recent years that haven't set well with the p.a.'s and their bosses and alleged veiled threats from the writers that further stories of this type would follow unless they got better breaks.

Until circulation began to drop away from the fan mags the studios had to take it from these scribblers—and like it. The dining and winning stuff was in order and there was no limit to the so-called co-operation offered these yarners. Those were the days when all the stories between the mag covers were saccharine in flavor with no innuendo that the studios could kick at.

When circulation began to drop the mag policy went for the sensational and the peep-hole stuff, which was followed by a lessening of the adulation paid the mags.

Attitude of the former royal class was seen a few days ago when one of the writers, now dipping into dirt, was called for an unfavorable article about a particular studio's star. Why shouldn't we write that they're the combat, considering the lack of co-operation we are now getting from you?

Co-op Idea

The co-operation referred to here was the studio's mixing of tie-ups with the publication's advertising department in which a celeb name was expected to be bracketed with a type of advertising deemed undignified by the studio.

As a result of this and other similar experiences the heads of the various studios met last week to devise ways and means of combating the present trend of the fan mags.

Decision was to collect the circulation figures of the various fan mags periodically and circulate them among the studio p.a. departments in order that they might base their future policy with the various magazines.

Dropping, Dropping

Circulation figures just compiled by ABC show drop-off in circulation for the motion picture fan magazines. 'Photoplay,' largest seller of this group, sold an average of 390,872 copies during the first six months of this year as against 522,938 in the same period last year. 'Motion Picture Magazine,' 224,112 for this year as against 387,914; 'Picture Play,' 253,383 as against 389,150, and 'Silver Screen,' 249,880 as against 442,680. Only increase was 'Screenland,' which circulated an average of 251,550 for the last six months, an average increase of 79,236. This is believed due to the reduction of its price from 25c to 15c.

RKO Okes La Cava's 3

Hollywood, Oct. 16. Radio is bringing Gregory-La Cava back on a three pic directorial deal.

Garnett to Warners?

Hollywood, Oct. 16. Hal Wallis has handed Tay Garnett six yarns from which to select one for a possible directorial assignment at Warners. Garnett has just returned from a year abroad for Universal.

What's a Few Socks!

Just Black Eyes Between Friends in Bartlett-White-Warburton Case

Jealous?

Hollywood, Oct. 16. Flashy premiere of Mae West's 'I'm No Angel' (Par) at Grauman's Chinese was attended by surprisingly few fellow-stars. Usually names from all studios attend special openings on a sort of reciprocal arrangement, but this time there were few. Most of them were Par's own players, usually there on a 'must.'

Just one more indication of how Hollywood's 'royalty' is reacting to Miss West's sudden success, under influence of the green-eyed monster.

WEST OFFERED \$200,000 PER ON NEW DEAL

Hollywood, Oct. 16. With 'It Ain't No Sin' going into production shortly as the last release on her original Paramount agreement, Mae West is in receipt of offers from other studios, proffered deals calling for around \$200,000 per picture and a percentage of the profits.

To get her screen opportunity Miss West took \$25,000 for 'She Done Him Wrong' and \$35,000 for 'I'm No Angel.' On the latter picture she received an additional \$15,000 for the delay caused by the strike, and also was paid \$25,000 for the script.

COHAN MAY ABOUT-FACE AND DO PIC FOR FOX

Hollywood, Oct. 16. George M. Cohan's grudge against Hollywood is reported to have softened, since he bade farewell to films after finishing 'Phantom President' for Paramount.

Cohan is reported huddling with Winnie Sheehan in New York to come to the coast again. This time, however, he won't only star in but have complete supervision over the production of his own play, 'Pigeons and People,' as a so-called unit producer.

Goldstone Is After B'more For 'Rosary,' Ready Xmas

Hollywood, Oct. 16. Phil Goldstone is negotiating for John Barrymore to play the part of Father Kelly in the production of 'The Rosary' which he personally will direct for Majestic. Picture is scheduled to reach release date in time for the Christmas holidays.

Keaton Hopes

Hollywood, Oct. 16. Buster Keaton in from St. is for an attempted comeback in pictures. Leo Morrison handling.

Wick in 'Fane's' Baby

Hollywood, Oct. 16. Dorothea Wick was the last-minute selection for the star spot in 'Miss Fane's Baby Is Stolen,' which went into work today at Paramount, with Alexander Hall directing. Ernst Lubitch will play a hit in this picture, that of an exaltible foreign director.

Hollywood, 16. It appears now to be a question of who gave the sock the Sy Bartlett-Alice White-John Warburton case, which has been receiving the attention of the press, the public and—the Grand Jury.

Incident which led to the smacking inquiry was the reported declaration of Martin Block and Russell Brown that they had been hired by Bartlett, writer, figure Warburton, actor and one-time boy friend of Miss White. Bartlett denied, with the result that Block and Brown were arraigned in Superior Court on a charge of robbing Warburton of \$20.

Officials, not satisfied, however, launched a Grand Jury investigation, the transcript of which discloses some black eyes and nose punches with the actress the recipient of both.

Miss White, according to the transcript, told the Grand Jury that Warburton left her in a huff at a party and went to her home.

Sockol

"So I didn't get home until rather late. And there he was. And before I could say anything, the minute I opened the door, he blackened this eye right here. Well, it just went from bad to worse and I was sick in bed for four days. I can assure you there was no provocation on my part."

"Yes, sir, it was pretty brutal," she stated in further testimony, "he not only smacked me, but he just threw me down in front of my house and sat on top of me and kept me all over the street and grabbed my hair."

Brought into the case was Estelle Taylor through testimony of Miss White that Warburton had blacked both of 'Miss Taylor's eyes previously.' As a result of this testimony announcement has been made that 'Miss Taylor will file a \$100,000 suit against Miss White on a charge of defamation of character.

FILM CACHE AT SOUTH POLE NEW LANDMARK

About 150 prints of various pictures have been contributed by several major film companies to the Byrd Antarctic expedition, to be cached by Byrd and his men at, or near, the South Pole, for use of future arctic expeditions.

Film revitalizes itself in the temperatures, hence it's figured the film and equipment will last for many years if left there, thus forming a new type of landmark and historical marker.

Par Doubles Sidney

Hollywood, Oct. 16. Reported that Paramount doubled Sylvia Sydney's salary. That would make \$4,000 weekly for the star.

Schlaifer-Foy Set

Omaha, Oct. 16. Association of L. J. Schlaifer with Bryan Foy Production Co. was made known here through Charles Schlaifer, Paramount theatre publicity man. Charlie is nephew to L. J., himself a former Omahan. Elder Schlaifer was, for several years co-acted with Universal in charge of distribution. He ended his affiliation with U to become general manager in charge of distribution with the Foy company. Schedule of Foy Productions calls for twelve features, all to be distributed through their own exchanges in principal key cities.

ASC's Wage Pact Brings on Further Dissension in Lens Unit of IATSE, With Militants Reported Using Ax

Hollywood, Oct. 16. The American Society of Cinematographers has formally announced its minimum wage agreement and code of ethics for cameramen. Temporary pact was signed Sept. 6 between the majors and the ASC, so representatives of the latter could take the deal to Washington for okay of the government to avoid wrangling over scales for cameramen.

Following official approval of Washington, permanent agreement running for two years has just been signed by major companies and ASC representatives. Deal gives all cameramen, whether members of ASC or not, benefit of wage scales and working conditions laid out in the agreement.

Scales are same as were in effect July 1, 1933, under the basic studio agreement between majors and IATSE, which was washed up when the IA walked out.

The Scale
First cameramen get minimum of \$50 per day and weekly scale of \$250 on weekly basis; \$200 on four week guarantee; and \$150 on two week contract. Second men's scale ranges from \$125 to \$80; assistants \$60 and \$50; and still men \$125 to \$85. All salaries subject to the 10% rebate as applied under the old IATSE agreement.

With the International Photographers local 659, IATSE, reported in a disorganized state as a result of desertions during the strike, and with dissatisfaction of members over conditions of the union, the ASC is said to be making inroads against the cameramen's union. ASC has two membership classifications—first men, and all other groups. Organization set-up prevents deserts, assistants and out-of-workers fact, noting the first men in future strike action.

Rise of the ASC to prominence as representing the cameramen, and superseding the IATSE local in signing a minimum wage agreement, switches the status of the cameramen's contact with the producers back to conditions of five years ago.

They Stalled
At that time, local 659 was being formed, and the ASC leaders, wishing to block the IATSE organization, appealed to the producers to set minimum scales and working conditions for the crank turners. Producer representatives stalled, and before the ASC could get action from the committee, rank and file of cameramen flocked into the union, with the latter then getting a minimum agreement through and incorporated in the basic studio agreement.

Members of International Photographers are reported to be stirring up dissension, with a showdown slated for this week. A growing feeling has developed among some members that the organization was not properly handled prior to, and during the recent strike, and the supposed settlement by the NRA Labor Board was only a gesture to save the faces of those responsible for precipitating the strike without vote by the membership.

Resignations
Reports are widespread that both Howard Hurd, business representative of the cameramen's local, and President Alvin Wykoff, will be asked to resign. Action was slated for last week, with leaders of the movement for the resignations deciding to wait until Hurd returned from Code hearings in Washington. Militant members of the local figure that a complete reorganization must take place if the cameramen's union is to mean anything in the future. Despite heavy pressure during the strike, local 659 still has about \$52,000 in the treasury, which may be turned into a war chest in an effort to bring the union back to full strength.

Lichtig East
Harry H. Lichtig of the Hollywood agency of Lichtig & Englander is in New York on a seasonal Broadway-play review and talent and story hunt. Lichtig also planning to make a New York agency affiliation.

Star, Director Swap

Hollywood, Oct. 16. Columbia is dickering with Metro for the exchange of Clark Gable for Frank Capra. Want Gable for 'Transcontinental Bus'.

If going through, Capra would direct 'Society' which he worked 17 weeks before returning to Columbia for 'Lady for a Day'.

PAR SUBSIDIES' RESERVE AT \$6,000,000

With its reserve rapidly building, the Paramount distribution and production departments have passed \$6,000,000.

The trustees are particularly refusing to permit any department in Par to take advantage of this reserve. It's in the name of Paramount Pictures, Inc., the holding company which has as its subsidiaries Paramount Productions, Paramount Distributing Corp. and Par International. The loss that occurs in theatres is reflected in the condition of Paramount Public (of which Paramount Pictures, Inc., is a subsidiary) and which is in bankruptcy.

A month ago the reserve of the distribution and production departments, with income from former taking care of film making this year, hit the \$5,000,000 mark. It built up more than \$1,000,000 in that time with Paramount Week in September ailing.

Based on the financial condition of the company and the progress being made toward profit, Par now believes that P-P will be able to pay off all its bank loans in a year and a half at the outside.

Actively interested in Paramount again, the bankers are expressing pleasant surprise at the recovery the company is making.

Referee Gives Zirn but a Half Day More for Exam in Par Bkptcy

After further unsuccessful efforts to make any progress in his examination of Ralph A. Kohn in the Paramount bankruptcy at the lengthy hearing Wednesday (11), Samuel Zirn, attorney, stated he would go into the courts for relief. The independent attorney, representing a group of bondholders, mostly Chicagoans, threatens to try for court removal of Henry K. Davis, referee in bankruptcy over Paramount, and to ask that the doors be opened to creditors for more liberal examination of Par officials.

Zirn did not indicate when he would file suit, but insists that he be permitted a more open examination of Par present and ex-officials, including Zukor, Hertz, Kent, et al., who haven't been called as yet. Only Kohn and Austin C. Kough have appeared to date in examination of officers in the Par bankruptcy.

Among developments that prove triksome to Zirn, aside from what he calls obstruction in his attempts so far, question at referee hearings, is the ruling by Referee Davis that Zirn would be given a half day tomorrow (Wednesday) and no more. Meeting was adjourned to this date after a meeting last week which started at 10:30 a. m. and did not end until after 1 p. m.

After Statement
Zirn centered his attack on the Wednesday (11) hearing on delay of Paramount in getting out a profit and loss statement for the full year of 1932, alleging that it was apparent earnings of the fourth quarter that year were delayed because the

LEGAL TESTS THIS WEEK FOR PAR RENT CLAIMS

Numerous large rent claims of landlords against Public Enterprises are scheduled to come up shortly in further testing the revised bankruptcy laws as to whether future rents are provable or not. Scoring a victory and saving itself to the tune of \$600,000 in three separate claims, which carried guarantee of leases but involved totally different questions than any others, Public Enterprises goes to bat Friday (20) on another claim for \$2,533,250.

It is a claim of the Georgia Realty Corp. to cover rent on Keith's Georgia, Atlanta, under a lease which does not expire until 1974. It is one of the largest claims against P. E. on an individual theatre lease and will be the first to strictly decide interpretation of the laws concerning provable rents.

In the claim of \$600,000 to cover three theatres in Springfield, Joplin, Mo., and Kansas City, Kan., P. E. attacked the claim on two grounds; one that the bankruptcy laws did not make future rents provable, with two Circuit Court of Appeals decisions in other bankruptcies as precedents, and on the additional ground that guarantee of leases had been violated through changes in rents without approval of the guarantor.

Other claims under attack will not include that guarantor angle, those three leases on midwestern houses being the only ones of their nature in the PE bankruptcy.

On Nov. 8 PE trustees are scheduled to argue against allowance of two rent claims on Denver theatres.

There is a claim of the 15th St. Investment Co. on the Paramount, Denver, for \$250,000, and a claim of the 16th St. Realty Co. on the Denver, Denver, for \$1,000,000.

Another claim that will be contested, entered by the Sunrise Realty Co., of Palm Beach, Fla., entails a much smaller amount, \$156,784. Claim is on future rent for the Paramount, Palm Beach.

COHEN REPPING F&M ON THEATRE REALTY

Louis N. Cohen, former head of the RKO real estate division, is now representing Nathan & Marco on real estate and theatre matters, among other clients.

Cohen, since leaving RKO, is acting for himself and plans to build up an independent practice in theatre real estate.

quarter would disclose questionable transfers.

He was held down rigidly in his questioning by both the referee and the opposition, Zirn finally charging after the court hearing had ended that all Kohn tell him his name and address. The attorney has been ruled against right along on various matters on the grounds that previous examination of officers had dealt in detail with the same transactions or incidents.

Just before the hearing broke up, Godfrey Goldmark, special counsel for the bankrupt, entered a motion to end Zirn's examination. The referee thereupon set a half day tomorrow (Wednesday) for completion of Zirn's questioning.

In addition to attacking delay on 1932 earnings, although Par had reported first nine months of that year, Zirn further sought to discredit salaries and bonuses paid up to 1929, on the grounds they were not properly voted on at annual meetings.

Earlier at last week's hearing, the Root, Clark, Buckner & Ballantyne firm, counsel for the Par trustees, entered into evidence statements of salaries and bonuses paid, as well as contracts of executives. Though they have been discussed in the past, contracts were not read but merely marked as 'trustee exhibits'.

While Zirn demands production of Zukor, Hertz and others and will try to force it through the courts if trustees do not plan voluntary production, there is no indication how many additional meetings in examination of bankrupt's officials will be held beyond tomorrow's hearing, if any.

Reports on a Film Dictator Under The Code Authority Still Persist

Wants Profits

Hollywood, Oct. 16. An indie producer asked laboratory why his bill for trailers had been increased \$25. He was told that the NRA was responsible.

'Have you raised all salaries?' asked the producer. 'No,' replied the lab man, 'but according to the NRA we gotta make more money.'

—From 'Daily Variety,' Hollywood.

LIBERAL TURNS CENSOR AFTER ELECTION

Minneapolis,

The film industry has emerged victorious in the first round of a fight with A. G. Bainbridge, showman-mayor, to defeat the latter's efforts to create a film and theatrical advertising censorship board, the first in the city's history, and to impose a \$50,000 per annum tax on local picture interests.

The setback came when the city council license committee by a unanimous vote tabled the

ship ordinance which he submitted and urged the aldermen to pass. The measure provided for a salaried censorship board of three members and a secretary to be appointed by the mayor.

In rejecting the proposal, the council license committee made the mayor the target for considerable ironic comment. Reading of the ordinance had progressed only through the first few paragraphs when Alderman H. C. Miller, chairman, interrupted to comment that 'the mayor would have all the say.'

Effect of the action is to kill the proposed ordinance in committee. Any member of the council, however, can have it called up for a vote before the entire body and Mayor Bainbridge has announced that he will not drop his drive for it.

All branches of the industry here combined to oppose the ordinance. Local newspapers rapped the proposed censorship.

The industry here is bitter toward Bainbridge and many of his lifelong friends have been alienated from him as a result of his efforts to bring about censorship. Known for his liberal views, his reforming tendencies, as the first mayor ever to agitate for and try to bring about screen censorship is the more astonishing. They point out that he never has had any such aversions at his dramatic stock house and that in the campaign preceding his election he bitterly attacked his opponent for banning 'Cr. zy Quilt' and trying to make the city 'a 9 o'clock town.' His secretary and chief adviser, George Gulse, also a former theatre manager, makes it worse.

B&K Takes U

Chicago, Oct.

For the first time in five years B&K. will get first choice on Universal product. Since 1928 Universal pictures have been reserved for RKO's first call, either at the Palace or State-Lake. B&K. is giving Universal a guarantee on a certain number of pictures, reported to be 25% of the product.

RKO-Palace locally set for minimum of 26 RKO pictures plus a first choice selection on Columbia.

Sheehan Lingers

Winnie Sheehan is lingering around New York for a few days, returning to the Coast towards the end of the week. He got in last week from a combo big-vacash stay abroad.

Washington, Oct. 16.

That whirl in which the film codifiers are embroiled took a sudden whizz the past week and inside company chieftains turned towards discussion of a possible dictator of the film industry under the code authority. The idea apparently tried to find a man big enough and sufficiently respected to be in the confidence of the White House.

It's strictly an under cover idea and came forward as the big boys of the biz found themselves hard put to solve a satisfactory and speedy means to winding up the code business.

The majors were reported having singled out a likely choice from among their fraternity for such a post.

The Gov't's Angle on Films

The majors themselves have come around to figure such a possibility indicates certain trends that are new among the master minds of the industry. Back of the idea, and what impelled the subject, is the apprehension that if and unless the industry leaders get together on feasible code, the Government might step in in more ways than one.

One of these is that the Government might declare the screen and theatre field a matter of public interest and public communications. As such the hint came to the majors that unless something workable and reasonable is accomplished the Government under such a plan would assume control of the industry and name a likely administrator who, in effect, would be the dictator for the public interest.

PAR DISPUTES \$124,500 IN ATTORNEYS' CLAIMS

Looks like Paramount intends to dispute the claims for legal services filed against the company. The total legal claims for services amounts roughly to around \$124,500. Exactly which claims may be in dispute isn't known, but Par would have to retain counsel to negotiate or act towards reducing these counselors' claims.

There are probably around 70 lawyers engaged on Par affairs in and around the home office.

The Boston law firm of Nutter, McLennen & Fish filed the largest claim, more than \$53,000, acting for Netoco mostly in New England subuid, for many years.

The downtown firm of Cravath, de Gersdorff, Swaine & Wood has filed a claim for legal services amounting to \$25,000. This firm is well known in financial and picture circles. Acts as counsel also for RKO in many matters.

Other claims for legal services follow: Herman A. Mintz, Boston, \$35,400; Sonnenschein, Berkson, Lautman, Levinson & Morse, Chicago, \$5,600; Friedman, Atherton, King & Turner, \$3,400; Joseph Haber, San Francisco, \$2,500; Kildie, Margeson & Hornidge, New York, \$2,300; James T. Berkeley, Los Angeles, \$2,000. Figures are approximate.

Certain claims asking for preference against Paramount include one for \$332 on behalf of the Motion Picture Relief Fund of S. A. Inc., Hollywood. Others are George Daransoll, theatre manager, for \$77, and Harrison R. Steeves, Westport, Conn., for \$500 for literary services.

MARCH, CARY, HOPKINS PLAN BREAK WITH PAR

Hollywood, Oct. 16.

Three Paramount feature ladies expect to walk at the termination of their contracts within the next four months, not wanting to renew their deals. These are Fredric March, whose final will be 'Death Takes a Holiday'; Gary Cooper, going into 'Lives of a Bengal Lancer'; and Miriam Hopkins, whose contract expires in January.

Tric claim that Par has failed to keep faith on promises made during the life of their present contracts.

BIZ BELOW '32, MORE NET

McDonough, Blumberg, Thompson Prominent in Reports of New Executive Setup for RKO-KAO

A series of meetings to be held this week will determine the new executive setup at RKO. The problem of most immediate concern is to find a successor to Harold B. Franklin, who concluded his 20 months' tenancy as RKO theatre operator by resigning.

Participating in the meetings are David Sarnoff, M. H. Aylesworth and the RKO board of directors. Final disposition of the many questions before the board may affect practically every executive office holder in the circuit.

Franklin's resignation, coming suddenly but not entirely unexpected, started a parade of rumors, reports and wild pitches that had everybody dizzy. And they continue. In the talk of a possible successor to Franklin about every showman on the loose, or connected elsewhere, has been mentioned except P. T. Barnum, and he's dead.

But out of the morass of reports it appears that, despite angles strongly favoring several outsiders, the man or men for the job will come from within the RKO organization. More than a new theatre operator for RKO is involved, for in quitting his theatre post Franklin also relinquished the presidency of Keith-Albee-Orpheum, the theatre subsidiary of RKO. The probability now is that the two jobs will be separated with the operator to operate and another man to hold down the theatre presidency.

Aylesworth and McDonough is understood firmly entrenched with the NEC-RKO head to retain leadership of both organizations. However, one account is that some of his RKO detail work may be turned over to the new KAO president, whoever he may be.

Indications are that the KAO presidency will go to J. R. McDonough, who came over from RCA a short time ago as temporary vice president on invitation from Aylesworth.

There are three possibilities in connection with the theatre operating post, but the report called most likely at the moment is that which may split the leadership of both sections; Nate Blumberg in the west and Major Leslie Thompson in the east. Other presumptions mention Blumberg alone as operating head, or a committee of three or four, comprising Blumberg, Thompson, McDonough, and possibly one other RKO exec.

Small Deal lowoff
Franklin's resignation was caused directly by a comparatively insignificant matter—the deal for the Palace, New York. The blowup followed a long series of attempts by Franklin to obtain a personal contract, the last rejection from the RKO board to such a request coming but a few days before the final blowup.

Despite announcement to the contrary, it is understood that Franklin will not receive all or part of the \$50,000 bonus he was reported to have been promised at the end of this year. RKO, from accounts, considers his resignation as a cancellation of that obligation.

The Franklin withdrawal grew out of the questioning of the matter of authority over the RKO theatre end. It then boiled down to the N. Y. Palace deal principally, although there were numerous contributory angles, and when Franklin's authority over policy was challenged he threatened to resign and the resignation was accepted.

Major Thompson
Through all the smoke, the hand of the survivors of the old Albee regime appear. Still important holders of Keith-Albee and stock, the Albee people took considerable interest in developments of the past week. Projection of Major Thompson (Continued on page 31)

Studios None Too Warm On Tarkington's \$25,000

Hollywood, Oct. 16.—Three studios, Metro, Paramount and Warners, are talking deals for Booth Tarkington to do originals.

Writer's \$25,000-a-story asking price has the studio execs thinking twice.

ERPI FINANCING LEGITS FOR PIC RIGHTS

Erpi is reported financially interested in a combination legit-film matter in the two Max Gordon shows which will be filmed independently at the Erpi (Paramount) studio, Astoria, L. I. Shows named, both current season's productions, are 'Gowns By Roberta,' Jerome Kern operetta which is in rehearsal, and 'Her Master's Voice,' a comedy by Claire Kennedy.

Under the deal as reported, Erpi is partially financing Gordon's legit production on both shows, the filming rights to which will be exercised after legit runs of 16 weeks have been reached, earlier in the event the shows don't run that long. Erpi's advance to Gordon will be deducted from the film sale price. It will be Erpi's first participation in legit production.

FOX N. E. BONDS SELL FOR \$650,000

Hartford, Oct. 16.—Some \$3,326,000 worth of first mortgage bonds on the Fox New England theatres were today sold for \$650,000 to John B. McNaughton and W. B. M. Rogers, both of 15 Broad street, New York, acting in behalf of the reorganization committee representing first mortgage bondholders. There was only one bid.

Actual sale of these properties will be held at auction the latter part of this week. It is indicated S. Z. Poli will assume ownership of the property.

BERLIN AND GOLDWYN HUDDLING, PIC DEAL

Hollywood, Oct. 16.—Within 24 hours after his arrival here, was talking production plans with Sam Goldwyn. Likely to be a revue for Goldwyn production and a possibility it'll turn out to be 'As Thousands Cheer.'

Berlin several years ago had a production deal with Joseph M. Schenck which never materialized.

Chase Inquiry Up

Advices in New York indicate that the Pecora committee in Washington begins its inquiry into the Chase Bank affairs today (17). Rialto dope is that the whole of the Fox Film financing will be aired in this inquiry.

GROSSES 7% OFF, PROFITS 25% UP

Trimmed Overhead Permits a Handsome Profit at Less Intake—Par's Unofficial Estimates Gives an Idea of B.O. Conditions—Upping Scales Will Help Further

NRA, CODES REACTION

theatres by and large are not ing to as much or more money as a year ago, but at the same time the film houses of the land are showing more profit than last September and October.

While grosses nationally this fall reveal lower figures than for the same time a year ago, in the last 12 months the theatres have put their houses in order, greatly reducing overhead, with the result that the net profit on the basis of what is coming into box offices now runs considerably higher than for September and October, 1932.

Meanwhile, admission prices are being increased here and there, with that as an aid in building up larger amounts of back for the theatre ledger, regardless of the difference that exists in patronage numerically between this fall and last, with 1932 ahead in that direction.

While there have been stray admission cuts since last fall and winter, the majority of admission reduction was reflected in last September-October's grosses.

Theatre leaders do not estimate how much less this year's grosses are, but Sam Dembow, Jr., Public operating executive, revealing day-by-day comparison between 1932 and 1933, states the picture is planning a very exhaustive check to determine the exact increase in profit. Dembow's unofficial estimate is that grosses are about 1% lower than last fall at this time.

It is known in advance of that that while many houses or subsidiary groups are at a grossing level not as high as for the same period in 1932, in many places where 1932's fall intake showed red, the smaller figures now mean black.

In other instances the profit is much greater through stringent lowering of overhead and costs of (Continued on page 18)

Creditors Putting Everything But Their Ages Into Par Claims; Only 50 Millions Figured Provable

Rosen Intent on Filming Hitler Despite Hays Nix

Hollywood, Oct. 16.—Despite the attempt of Fred Beeson, representing the Hays organization, to stop Al Rosen from making his Hitler picture, 'The Mad Dog of Europe,' the agent says he will see it through.

This is the yarn he bought from Sam Jaffe when the latter was talked out of product.

PAR'S B&K CHI DEAL WILL BE LIKE DETROIT

A management deal will be worked out by Paramount to cover its Chicago B. & K. theatres along lines which are in force for Detroit with George W. Trendle, but will differ from the Trendle setup in that there is no intention of swinging control later on under a B&K partnership. The management deal that would be made to cover Chicago would be strictly along operating lines and call for a salary, with Par retaining its full interest in the B&K string, amounting to 97% of the B&K stock.

Understanding is that an operating arrangement, under such a plan, would include at least one of the Balaban boys, Barney. Par has committed itself that far. So far as John Balaban fitting into that picture, no promises have been made, though latter has a contract with B&K as its operator for some time.

When John Balaban took up the cudgels to swing Detroit away from George Trendle, whose offer for a partnership was approved by the Par trustees, Barney assumed a more important hold over Chicago.

It is also reported on inside that John Balaban's assumption of the Paramount, Toledo, as his own, recently has not set so well in some Par quarters.

Trendle Gets 8 Par Detroit Theatres for Pro Tem Operation

Under a revised deal with George W. Trendle to cover the Public-Detroit theatres he and John Balaban have been fighting to take over, Trendle goes in on a salary for an agreed period to show what he can do with the eight theatres. The operating deal made by Par with Trendle calls upon him to prove that he is entitled to the partnership over the houses which was the initial intention of Par.

Under the management contract, Trendle yesterday (Monday) took operating control of the Public-Detroit setup and has until Aug. 4 next to demonstrate his ability as an operator.

On expiration of the management period—Aug. 4 next—the Paramount trustees have an option for six months in which to consider, accept or reject the original partnership bid made by Trendle and opposed by Balaban through latter's counter-offer. With the new turn of events resulting in the management contract, approval of which met with no opposition Friday (13) before the Henry Fox deal, the Balaban people are sitting tight.

The Nathan Burkan office, counsel for John Balaban, retained several months ago to try to upset the Trendle offer, has advised Paramount that inasmuch as Trendle has given Par an option to consider his partnership plan until next August, the Balaban offer will stand for six months.

Under the Trendle operating plan, Trendle becomes president, general manager and director of a corporation known as Paramount Detroit Theatres, Inc., a substitute name for Pontiac Theatres Corp., which formerly designated the Detroit group of eight.

Theatres are the Michigan, Fisher, Birmingham, State, East Town, Ramona, Annex and Riviera.

Detroit, Oct. 16.—Trendle assumed operation this morning: Howard Pierce head of advertising and stage production; Tom Moule, gen. manager of downtown theatres; L. H. Gardner to head the nabe houses; Carla Torney, Michigan stage production; Sam Rubin, assistant publicity; Carl Kreuger, manager UFA theatre.

Analysis that perhaps only around \$50,000,000 the claims filed against Paramount-Public are provable.

The actual creditor claims might be satisfied on a minimum settlement basis of 50c on the dollar under reorganization, or thereabouts, according to what form the reorganization plans take.

Presently, the total claims as filed against the company total close to \$284,000,000. That's far above the company's assets and actual worth. Also, far in excess of what may be actually provable by the claimants. This is \$61,000,000 under the original amount of the claims, which figured for \$345,000,000. The \$61,000,000 is the aggregate amount of duplications which had been by claimants.

Probably \$190,000,000 Ni

An idea of what the bankruptcy estate is up against can be gleaned in that observers believe that fully \$190,000,000 of the claims filed are probably non-provable. Another \$37,000,000 is figured doubtful as to provability besides being disputed generally to amounts claimed.

Certain to be non-provable, say observers, is something like \$6,200,000.

Over \$8,500,000 in claims which may be provable to some extent are disputed as to amounts claimed. Apparently most of this \$8,500,000 may constitute future obligations under contracts, and when finally solved would probably amount to no more than \$5,000,000 or \$6,000,000.

There is something like \$41,000,000 (Continued on page 51)

Mono Underwriting Prod. Costs Through Frank Adv. Tie-Ups

Hollywood, Oct. 16.—Monogram is deliberately picking props and wardrobes for its pictures with an eye to later exploitation in national advertising tie-ups. The company is sold on the economy of letting the other fellow help pay for plugging Mono pictures.

In almost every recent pic company has had some article of furniture or wearing apparel advertised on a national scale. In 'Sweetheart of Sigma Chi' Monogram made tieups with six different manufacturers, including shirts, shoes, electric ice boxes, hats and ties, and all without cost to Mono.

In looking for a combo radio and phonograph for a set in 'Born Tough' company dickered with several manufacturers to get the best deal on free plugging of the pic.

RKO STUDIO POW-WOW ON PRODUCTION COSTS

Hollywood, Oct. 16.—Herman Zobbel and his assistant, William Clark, are due in from the east tomorrow (18).

They will confer with Ben B. Kahane on production costs at Radio studio.

'Suzanne' Mebbe at \$2

'I Am Suzanne' may be Fox's next Broadway at the Gaiety, N. Y. It would be the third Lasky picture on a roadshow basis in a row. 'Derkey Square' closes here Sunday (22).

HERTZ JOINING LEHMANS?

Chicago, Oct. 16.—John Hertz is reported joint Lehman Bros.

A CODE BY THANKSGIVING

**All Markets Crack; Stocks Resist
Close to Bottom of July Slump;
W.B. Hard Hit; Loew's Breaks to 28**

By AL GREASON

Practically all markets broke sharply yesterday (Mon.) as stocks, commodities, bonds and national exchange registered further reaction to the new aspect of the government's attitude toward inflation as revealed in the Liberty bond conversion plan.

Wheat sank the daily limit of 5 cents a bushel, cotton lost \$2 a bale and losses in the stock list ran up to a maximum of eight points net. Nothing in the equity share market escaped and, just before the close the bottoms of the slump last July were approximated. Resistance developed at those levels and there was a mild upturn in the last few minutes of trading, though no more than might be caused by the covering of day-to-day shorts.

Radio and Warners were hardest hit among the amusement group. Warners turned over in major volume early in the decline and sank to a new bottom on the way to 6 1/2. Big blocks of Radio came out as a prelude to the climax of selling.

Yesterday's Prices

Rate	High	Low	Last	Chg
900 Col. F. of 22 1/2	21 1/2	21 1/2	21 1/2	-1/2
900 Com. F. of 22 1/2	21 1/2	21 1/2	21 1/2	-1/2
900 Con. F. of 22 1/2	21 1/2	21 1/2	21 1/2	-1/2
1,000 East. Kod. 7 1/2	7 1/2	7 1/2	7 1/2	-1/2
900 Fox ... 1 1/2	1 1/2	1 1/2	1 1/2	-1/2
6,000 Loew's ... 30 1/2	28 1/2	28 1/2	28 1/2	-3
1,000 Par. ... 1 1/2	1 1/2	1 1/2	1 1/2	-1/2
1,000 Path. ... 1 1/2	1 1/2	1 1/2	1 1/2	-1/2
900 Path. ... 1 1/2	1 1/2	1 1/2	1 1/2	-1/2
30,000 RCA ... 1 1/2	1 1/2	1 1/2	1 1/2	-1/2
1,000 RKO ... 1 1/2	1 1/2	1 1/2	1 1/2	-1/2
20,000 W. B. ... 46 1/2	46 1/2	46 1/2	46 1/2	-2 1/2
100 Do. pt. ... 21 1/2	21 1/2	21 1/2	21 1/2	-2
BONDS				
900 Gen. T. of 4 1/2	4 1/2	4 1/2	4 1/2	-1/2
9,000 Edis. ... 45 1/2	45 1/2	45 1/2	45 1/2	-1
1,000 Loew's ... 28 1/2	28 1/2	28 1/2	28 1/2	-1 1/2
24,000 Par. ... 1 1/2	1 1/2	1 1/2	1 1/2	-1 1/2
2,000 Do. of 31 1/2	31 1/2	31 1/2	31 1/2	-1 1/2
17,000 Par. ... 31 1/2	31 1/2	31 1/2	31 1/2	-1 1/2
20,000 Do. of 31 1/2	31 1/2	31 1/2	31 1/2	-1 1/2
42,000 W. B. ... 46 1/2	46 1/2	46 1/2	46 1/2	-2 1/2
CUBB				
2,500 Tech. color. 10 1/2	8 1/2	8 1/2	8 1/2	-1 1/2

Loew's was moderate in turnover, but broke through its former resistance point at 28, touching a new level at 28 1/2. Losses in the theatre stocks, however, were not as large as in some other sections.

Turnover on the day was more than 2,500,000 shares, largest in some days, but that tells only half the story. During the final hour more than 1,000,000 shares changed hands so that during the worst of the break the volume was at the rate of a 5,000,000-share session.

Technicolor gave up more of its recent gains, getting down to around 8 1/2 at the low, at which level it practically cancelled all its progress in the last fortnight and added weight to the argument that the move was only a market operation.

Fox was sold as low as 14, which brings it not far from its previous low for the new stock at 12 1/2. Speculative bonds were harder hit than investment paper. Warner debentures lost 2. Loew's obligations did not appear on the tape at all.

Something Stirring?

Certain of the amusement shares showed premonitory signs of stirring up for a possible campaign not far ahead. Sudden stepping out of Technicolor on the Curb early in the week showed that a bull opera-

(Continued on page 36)

Hy Daab Joins WB

Hy Daab joined Warner Bros. yesterday (Monday) in an executive advertising capacity under S. Charles Einfeld.

Daab last was advertising and publicity director for RKO, about a year and a half ago.

Rosenblatt's O.K.

Washington, Oct.

Irrespective of the powers which are vested in the Code Authority the final review of their acts and decisions rests with Deputy Administrator Sol Rosenblatt.

NRA LEGALIZES EVILS, CLAIM OF THE INDIES

Hollywood, Oct.

Practice of the major companies in trying to force independent producers and distributors out of business is legalized under the proposed NRA code, according to a statement by Phil Goldstone, following a meeting of the Independent Producers' Association last week.

Indies estimated that increased cost of labor under the new scale and limited hours for workers would up the cost of their pictures from \$1,000 to \$5,000 each.

Contention of Goldstone was that the code made no effort to correct existing evils. Present pact, he said, would wipe out the indies.

Pros, Cons, Analyses

Washington, Oct. 16.

The summary of their position among the committee network set up under the Government code by the four lawyers for the Independent Producers, Distributors and Exhibitors Code Protective Committee, in their analysis of the first and second revisions of the Government code, which was submitted to the NRA over the week-end, is further unofficially analyzed by representatives for the major industry.

Of four of these the first reads: 'Would vest complete control of the motion picture industry in the major producers who are members of the Motion Picture Producers and Distributors of America, Inc. (the so-called Hays Organization).

To which major spokesmen reply: 'It was vested in the Hays Organization 15 years ago.'

The second: 'Would divest the independent producers, distributors and exhibitors of such measure of protection against predatory practices of the major producers as they now enjoy under the anti-trust laws.'

And the major: 'What did the anti-trust laws ever do for the independent? The Thatcher decree saddled them with lawyers and the industry spent millions of dollars in the courtrooms of the country.'

The third: 'Would violate the constitutional rights of the independent producers, distributors and exhibitors by taxing them for the support of boards created in the interest of the major producers and by compelling them to furnish evidence to be used against them in criminal cases.'

And the major version: 'All will share alike in the cost of maintaining the boards and we have the largest share because of our larger investment. As for constitutional rights, anyone can go to court and ask immunity on the ground that their testimony might incriminate and degrade them.'

The fourth: 'Would create a huge super-combination which, but for the immunity conferred by the National Industrial Recovery Act would constitute a flagrant violation of the Sherman Anti-Trust Law.'

To which the majors say: 'Why don't they ask that the entire NRA act be re-written. Seven months ago when Congress was in session and before the NRA became a law was the time to have made this point.'

**FOR WHICH ALL
WILL GIVE THANKS**

**Big Problem Now Is the
Code Authority—How
and Who Will Function—
Indies Still Irked—But
Majors' Greater Invest-
ment Swayed the Balance**

WHAT'S A HI SALARY?

Washington, Oct.

Most now expect a code to be in effect next month. The code is generally figured set to go, as is, with possibly a few more modifications before it gets the President's signature, this being looked for in another week.

The main anxiety is how sharp an eye the Government will be able to keep on the Code Authority and other committees. The Government now is assuring them it can fire leading codists at random and take back the reins at any time. It's a new deal for the entire business and, while all independents are now home alighting the contents of the code, and the fact they were lucky to get even a few crumbs from the majors' table, and that the unions couldn't have gotten a much better break, there's bound to be much mystery and apprehension to until:

(1) Members of the code authority are officially announced, although a Hayelan dominance has already been unofficially reported.
(2) The Code Authority in turn names members of its sub-committees as grievance and zoning.

(3) The Code Authority renders its first important ruling on a dispute involving a major and an indie.

(4) The Code Authority avails itself of rights, decreed way back last week, to make regulations at will.

Everything under the code set-up depends upon that code authority, from girls in the Chorus Equity with their dealings between independent producers and exhibitors to the big-time major producers themselves, the biggest of whom are unofficially worded to have been secretly initiated in authority rites.

The leading codists can slap out fines for code violations ranging from \$500 to \$10,000. They can deprive an exhibitor of his product and pitch even an agent out of business. And they have the right to think up anything else, including that one about what constitutes an unreasonably high salary which none of the NRA officials can explain, except that the code must specify a maximum compensation.

Indies' View

While the MPTOA is vesting its main hope in the integrity of the authority, lawyers for a group of indie exhibitors featuring Allied and producers, in their analysis of the Government code submitted Saturday, observed that if the majors can veto the opinion of indies on the authority it will require more than the expression of views by Government representatives to reform the practices of this industry, as the Deputy Administrator must know by this time.

This slap at the Eagle is the first one to get on the public record during picture coddom. Others have been skeptical but have refrained from being quoted. Charges are also made that the authority's privilege to name local committees 'which will wield the power of life or death over the business-of-their-members' means that 'major producers by virtue of their dominance in the code authority will be in a position to stack these boards in their favor.' In other respects the indie lawyers contend that the present Code Authority machinery violates constitutional rights.

Indies are not alone in expression concerning the authority. Major executives during the fray

(Continued on page 28)

**Takes More Than the Code, Tough
Financing to Chill 5 New Indies**

Coder Amplifies

Washington, Oct.

Tonight Deputy Administrator Sol A. Rosenblatt said that he does not intend to recall industry groups for further conferences here. He also stated so many changes already have been made in the third revision, especially as to language, that it will vary considerably from the second revision of the code.

The legality of the excessive salaries clause has not been determined he intimates, and it may not be incorporated in the final draft. He said flatly that the President did not recommend or suggest the \$10,000 fine.

He revealed that the NRA cannot prevent a disputant, dissatisfied with any ruling of the Code Authority, from going to court. He also said the membership of any trade association is not bound by the actions of its representatives here, unless those representatives possess power of attorney.

As for the third revision which he had hoped to have had completed last Saturday, Rosenblatt now makes no prediction when it will be ready.

PIC DIRECTORS' GUILD NEXT TO BE FORMED

Hollywood, Oct.

Formation of the Screen Directors' Guild, patterned after the Writers and Actors' organizations, is due this week.

Leaders of the movement will gather secretly tonight (Monday) and will call a general meeting of directors for a membership drive later in the week.

A Technical Burn-Up

Hollywood, Oct. 16.

Technicians' branch of the Academy has sent a burn-up wire to Lester Cowan in Washington, protesting against the changes which the producers are trying to make in the 36-hour labor law. Originally the technicians, for every six hours over 36 in which unit workers were on production, were to get a day off with pay.

New move calls for art directors and others to work 54 hours weekly and take excess time off without pay. Also it would exempt men getting \$70 or more weekly from getting extra reimbursement for unlimited work.

Most of the technicians' branch are in that earning class. They claim this provision would reduce their earning power one-third.

ALLIED BOLTS

Deserts Indie Line On Codium for Own Convention

The Allied group tonight definitely broke the indie lines when it announced that it is calling its national membership into session at the Congress hotel, Chicago, on Oct. 24 for any action that it may deem expedient. Claim of Allied is that it has no authority on the document presented by Mr. Rosenblatt.

The analysis of the revised code by independents, including Allied, submitted to the Government Saturday (14), drew no comment whatever today from Deputy Administrator Rosenblatt.

Hollywood, 16.

Despite hectic conditions in the motion picture industry, what with NRA code hearings and possibilities of writer and actor trouble, five new independent companies announced a series of productions during the last two weeks. Financing of the new outfits is all being done by private money, banks locally and nationally refusing to take any part of indie production at present.

Associated Theatres Productions has taken over the Tiffany studio and will make a series of 12 features and a like number of two reels.

Charles 'Hutch' Hutcheson, in and out of state right production for the past 10 years, recently completed 'Crawling Death,' an animal picture. At present he is in New York making plans for distribution of the picture and additional six action pictures which he plans to produce this fall.

Bernard B. Ray, formerly producing features for Screencraft, is organizing his own company to make eight action features for the state rights. Arthur Jones has purchased the Multicolor footage made by Commander Robert MacMillan in the Arctic three years ago for Howard Hughes. Jones plans to make a feature and several shorts out of the salvage.

Triumph Pictures has been organized by Cornelius J. Van Dusen to make six action features starring Bob Curwood, Initiaier, 'Guns of Gangmen,' goes into production next week. Van Dusen directs.

With the exception of Associated Theatres, production of the other companies will be limited to a \$15,000 budget. Associated plans to spend around \$25,000 per picture.

Optional Contract

Washington, Oct. 16.

As worded in the second revision of the code, in which exhibitors quote Deputy Administrator Rosenblatt as saying they will go to General Johnson, the Optional Standard License Agreement Contract will be used only if both the distributor and the exhibitor mutually agree to its form.

A clause proposed by the independents that it be recognized as the standard form and that it include franchise holders is termed by the majors impossible. They hold that they cannot issue schedules describing pictures and allotting their playing time as far ahead as 1934, which, they maintain, would be the case in more than one instance were they to include the franchise holders.

L. A. to N. Y.

Dorothy Berke.
Dorothy Fields.
James R. Grainger.
Leland Hayward.
S. Hurok.
Charles A. Hutcheson.
Jerome Kessler.
Arlene Mayo.
Jimmy McHugh.
Ed. Sumner.
Tom White.
Jean Wick.
John J. Wildberg.

N. Y. to L. A.

George Arliss.
Wallace Berry.
William Clark.
Al Jolson.
Yoshigi Kosuge.
Harry H. Lighter.
Anita Louise.
Basil Maduro.
Marco.
Mort Millman.
Alice-Leone Moats.
Winnie Sheehan.
Sidney Skolsky.
Col. Synder.
Law Wertheimer.
Ed. Wohl.
Herman Zehbel.

TALK HOLLYWOOD WALKOUT

Indies Booted Their Chances At Code Hearings; Told All

Washington, Oct.

For years certain of the insurgent indie groups have threatened to haul the whole industry down here and stage a showdown. So far—and the show is about over—they have gotten about everything they didn't want. Now they are trying to pull the Blue Eagle's tailfeathers, and are shouting "taxation without representation." Saturday they shot their bolt, an analysis of the Government's own writing. They are coming back today (Tuesday). What for few seem to know, even in their own ranks. In the meantime, the final code is reported ready for Gen. Hugh S. Johnson and no more industry star-chamber auditions.

Even in that analysis they are unable to define their code war cry—the right to buy. And they pass up labor, one of the biggest phases for the little exhibit next to the code authority, with a single line under the group heading of "Miscellaneous." The analysis contains only the names of four lawyers, whereas the Government from the start has emphasized its interest as being mainly in employer-representation and the amount of investment such totals. They talk about their constitutional rights, even that one about immunity on the ground of testimony resulting in degradation and incrimination.

Neutral observers, inclined all along to give the insurgents a break, feel they are entitled to more consideration than they are receiving under the present code. The Indies, to date, have not only allowed themselves to be out-generaled, over-pressed and what-not by the majors, but have deliberately blundered and muffed tactical points.

Told Their All

And everything has come out—all of that strategy the Indies had designed to cop the NRA pennant. The Government knows all. Some of the boys back home who paid out thousands of dollars for that strong indie front line have come down here from the middle west in the last few days and, according to officialdom, have asked the Government to help them get it back. Others have told the young Deputy Administrator that indie booking combines are railroaded them out of business. To help matters, the Government also has a record of indie leaders who voted against double features at home and who came down here shouting for dualism and the right to operate their houses as they see fit.

With such a crazy-quilt impression, the Deputy Administrator also experienced a walkout, walk-back and walkout again from the so-called "insurgents." The boys boasted that they gave him the silent treatment to make him feel ashamed. Over the weekend they were saying that the main reason they walked was to give their lawyers time to write that analysis which, they were boasting just before its release, was couched in language any child could understand. Then they boasted about refusing chairs on the Code Authority (details of which are covered in another story).

Within the indie ranks it has been openly admitted during the past few days the set-up was more or less hopeless. Friends and enemies were thrown together in what started out to be a common cause for the salvation of the indie. A couple of level-headed leaders gained the floor on several occasions, but the pack soon broke away from the leash. They wanted blood and plenty of it. They needed money and telegrams to get blood, and that's how the story of the 100,000 telegrams to the White House will do the job got to the Government and helped smudge a cause that originally had considerable merit.

The insurgents criticise the MPTOA. And the MPTOA, which (Continued on page 18)

1st Runs on Broadway

(Subject to Change)

Week Oct. 20

Paramount—"T'm No. Angel" (Par) (2nd wk).
Capitol—"Bombshell" (Metro).
Strand—"Footlight Parade" (WB) (3d wk).
Rialto—"Headline" (Radio).
Roxy—"Walls of Gold" (Fox).
Music Hall—"Aggie Appleby" (Radio) (1st).
Mayfair—"Dance, Glori" (Ind.).
Rivoli—"Bowery" (UA) (3d wk).

Week Oct. 27

Paramount—"T'm No. Angel" (Par) (3d wk).
Capitol—"The Chief" (Metro).
Strand—"Footlight Parade" (WB) (4th wk).
Roxy—"Love, Honor and Oh, Baby" (U).
Hollywood—"World Changes" (WB) (2d).
Rivoli—"Bowery" (UA) (4th wk).

32 Pictures
inner at Eight' (Metro)
(Astor) (9th wk).

Foreign Films

July 14' (Rene Clair)
(French) (Little Carnegie)
(19th).

LABOR'S NRA BEAT PEEVES PRODUCERS

Hollywood, Oct. 16.

Publication here of the second draft of the NRA code riled the producers, their principal peevish being the concessions given labor. Studio execs contend that as these provisions now stand, the code will double the labor charges on each picture.

Particularly expensive, they say, will be the limiting labor to 36 hours a week and the giving of one day off with pay to every week-to-week worker for each six hours above the 36. This group of labor, they claim, is already paid comparatively high wages because of the exigencies of production, calling for long hours. Studio execs state that the day-by-day class will also be tough on the payrolls because of the time and a half that must be paid for all work in a week over the stated 36 hours.

Indie Exhibs Strongly Represented on B'way

The Times Square sector is now well represented by independent exhibitors. A year or so ago Indies formerly had gotten no closer to Times Square than Eighth avenue. The Duke (Harry Brandt), Gotham and Broadway theatres (Stanley Lawton) and the Mayfair (Walter Reade) are among 'em. Efforts to crack other houses, notably the Galety and Earl Carroll, are being made by Haring & Biumenthal.

The Warner has several times interested Indies but to date nothing has been done, though it may be the next to bow to indie exhibition and a 25c scale. Warners would let it go on the right deal.

BILL DANZIGER RESIGNS

Hollywood, Oct. 16.

Bill Danziger, brought on from the Paramount home office for studio exploitation, has resigned, effective Saturday (14). He is now en route to Mexico with Mrs. Danziger for a four weeks' vacation.

On his return he will probably connect on a theatre job.

BUT STARS WON'T IGNORE CONTRACT

Canvass Actors to Find Out Those Who Will Quit Work for One Year If Code Not Changed—3 or 4 Plans Advanced by New Guild, One to Enlist Associate Producers

MORE MEETINGS

A report from Washington, detailed on page 11, is issue, states that the Government's impatience over the film code almost reached the boiling point, upon receipt of an eight page telegram from an artists' contingent the coast charging the producers with inefficiency, and making recommendations, etc.

Hollywood,

A number of secret meetings were held by important actors, writers, directors and technicians during the past week and are continuing. Plans are being worked out that should the picture code go through with clauses four and five (formerly nine and ten) there will be a wholesale exodus from the Academy. The group, figuratively, would turn the Academy back to the producers to do with as they please, forming a new organization and thereby eliminating producers' support, and financing it themselves.

It is figured that not 20 members will be left with the Academy if the walkout takes place.

Last meeting which this group held was on Thursday (12) with 15 in attendance. Various plans were discussed. One was to okay NRA, as it is what the President wants. Another is to insist on a basic agreement with all branches of the industry and if this is not given the entire group to walk out if the code as it stands becomes effective.

Contract Angle Worry

Matter of violating personal contracts was brought up. It was set forth that no one should violate a personal contract but that all people holding these contracts should not permit themselves to be pressed to do anything more than a reasonable amount of work and report what they did to the organization so that none would be used for more than normal studio hours, which naturally would take long periods for making of pictures.

Also worked out was a plan that if lawyers agree that enforcement of NRA conditions violates the personal contracts, to call out these people. If the NRA, which is supposed to better conditions, makes them worse, with reductions of salaries, a canvass is to be made of all the important stars to agree to stay out of pictures for one year in case of a walkout or until conditions in the industry are cleared. It is figured that if 90% of the big name stars agree to this plan studio production would be crippled.

The new actors' organization may invite the associate producers, who also come under the code's anti-raiding clause, to form a separate body and co-operate for 'protective' purposes. Sponsors of the idea figure they can round up 1,000 important people to stick to the cause of what they term 'fair working conditions' and desert the fold of the employers. A meeting of this group will be held again this Wednesday (18), at which time it is expected a working committee will be appointed for organization.

Each of the 15 members who attended the secret meeting last Thursday pledged themselves to subscribe \$1,000 for organization purposes.

Studio Players Plenty Het Up Over the Code—Make Sweeping Charges Vs. Producers' Methods

Hollywood, Oct. 16.

Unless the code is changed to meet with the approbation of creative talent here, there will be a general walkout of actors and writers. Such was the conclusion drawn from Sunday night's joint meeting of the Screen Actors' and Screen Writers' guilds at the El Capitan theatre, attended 1,200 representatives of these two branches.

Whole tenor of the meeting was that creative talent will fight with all its power the drastic regulatory provision of Articles four and five, formerly 9 and 10, and even intimated a walkout in a telegram sent to President Roosevelt.

Telegram to the Chief Executive charges that the producers have been endeavoring the Government in trying to get into the code objectionable harnessing of agents and control of salaries. Further intimated to the President that desires of the producers for these two articles is simply a smoke screen to divert the attention of those senators who have been endeavoring to get a wholesale investigation of the industry which, the telegram states, "we heartily favor."

Walkout Threats

John Howard Lawson, first speaker, told of his code-fighting experiences in Washington. He stated that he and his companions had hopes for a square deal, but found that the government had been fed on complete misrepresentation of the problems confronting Hollywood. Lawson was the first speaker

Supporting Players And Pic Extras Get Organization Fever

Hollywood,

In the hope of obtaining a voice in motion picture industry affairs, supporting actors have filed application for a charter in Sacramento for the Hollywood Picture Players' Association, which will also embrace the extra ranks.

Sponsors of the new group feel that their interests are in conflict with existing organizations, and that it is imperative that the supporting players and extras have no 'entangling alliances' with other producer, actor body or any so-called labor union.

J. Buckley Russell, Robert P. Chapman, Col. Starrett Ford, R. C. Huestin, Richard Kipling, W. R. Deming, Harry Strath, Frank Pharr, Edward Reinach and Herta Reinach.

Them Thar Duals

Washington, Oct.

The face of one of the few strong arguments in their analysis for double features, it was learned authoritatively here over the weekend that already at least five of the major companies are set to incorporate a clause in their contracts refusing to let their pictures appear in theatres continuing the dual policy.

The highlight indie contention is that omitting double features from the code places in the hands of major producer-distributors a power that can be and is most dangerously used by enabling them to use double features in their theatres and permitting those exhibitors whom they favor to use double features, and denying the right to others.

This contention is not denied by major spokesmen. They say, however, that this same right has always existed.

to broach a walkout and it was taken up all the subsequent speakers.

"The producers are not going to get away with it," he shouted. "We're going to fight. We won't allow them to place the burden for all their waste and inefficiency on to the creative talent which is responsible for every dollar brought into the box office. We must stop racketeering that is existing in the industry."

Oliver H. P. Garrett said the producers had sold them a bill of goods during the 50 emergency period and are attempting to sell them another bill of goods now. He closed by saying, "We shall never strike until we are forced to, but when we are forced we'll strike."

Morgan Wallace made a plea for freelance writers' membership in the Guild and almost stole the show.

Fredric March endeavored to play down the strike talk, but stated that peace time was the period for war preparation and that Hollywood's freelance membership in the Guild and almost stole the show.

March further said, "I'm going into a theatre, only I'll come back to Hollywood, of which 40 to 50% goes to labor." He used these figures to indicate that money paid talent is of little importance in picture making.

Will Know in 48 Hours

Eddie Cantor later pointed out that this emergency would come within 48 hours when it was known whether or not the code as it now stands, would be signed by the President. March declared that perhaps the percentage or royalty plan would be best for the future of actors; and if we do accept such terms we will demand that the Government audit the books.

Cantor's various introductory addresses were thematic of the message to the President. He panned the producers for their waste, inefficiency and undercover tactics and referred to Hollywood as a sink of corruption. "But we have a weapon," he said, "And we can use it. That is, not to work, and to let them make their own pictures."

Similar views were expressed by Ralph Block and Lucille Webster Gleason.

Total of 183 new members for the Screen Actors' Guild signed following the Sunday meeting.

New Members

These are some of the latest members of the actors' branch of the Academy who have joined the Screen Writers' Guild. Asterisks denote those who have resigned from Academy.

Richard Arlen, Robert Armstrong, George Bancroft, Reginald Barlow, Ralph Bellamy, Clive Brook, James Cagney, Frank Conroy, Gary Cooper, George Cooper, Marlon Davies, Reginald Penny, James Dugan, Florence Eldridge, Stuart Erwin, Charles Farrell, Claude Gillinwater, Minna Gombel, Lawrence Grant, J. Neil Hamilton, Jean Hersholt.

Miriam Hopkins, Edward Everett Horton, Boris Karloff, Guy B. Kibbee, Edmund Lowe, Fredric March, George Mark, Frank McHugh, Victor McLaglen, Adolphe Menjou, Grant Mitchell, Robert Montgomery, Frank Morgan, Chester Morris, Alan Mowbray, Paul Muni, Warner Oland, Eugene Palette.

George Raft, Gregory Ratoff, Ivan Simpson, C. Aubrey Smith, Ned Sparks, Henry Stephenson, Alice White, Warren William, Lois Wilson, William Burres, Spencer Charters, Kernan Crips, William B. Davidson, Edward Earle, John H. Elliot, Robert Elliot, James Farley, Halliwell Hobbes, Brandon Hurst, Claude King, Henry Kolker, Edna Norton, George Raft, Harry Stubbs, Kenneth Thomson, Sidney Toler, George Chandler, Mary Duncan.

'Angel' Starts Strong, 'Bowery' Big \$18,500, Denting the Rest Of L.A., 'Weakness,' 'Boys' Weak

Los Angeles, Oct. 16.
Top spots of the week were deluxe premiere's of 'Tm No Angel' and 'The Bowery.' Former broke the barrier at a \$5.50 toll on Thursday (12) to the tune of \$7,500, while with a \$1.10 to \$3.30 top, the first Harry Zanuck-20th Century opus crossed the tape with a healthy \$2,300. Both pix had terrific campaigns back of them. Trade after opening had good business looks as though both are in for extended stays.

'Lady for a Day' is now in third stanza at the RKO and keeps the house out of the red during the period.

'Tillie and Gus' rather meaningless for the Paramount which has Rubinoff as added feature on stage. The combined drawing power, despite the air rep of the fiddles is none too hot and will not bring any profit into the house on the week.

'My Weakness' is no b.o. cyclone at the State, either, with the Harvey name of little gate significance. 'Wild Boys of the Road' is stronger for the Warner downtown house than in the circuit's Hollywood spot and will outdraw the latter place by around \$2,500 on the week.

Estimates for This Week
Chinese (Grauman) (2,023; 55-11.65)—'Tm No Angel' (Par) and stage show (1st week). Paramount splurged plenty. Got off to a \$7,500 premiere and has struggled to get quite a while with the host of West fans.

Criterion (Tally) (1,600; 25-55)—'The Masquerader' (UA) and stage show (8th-final week). Dragged too long. Has struggled to get \$2,000. Last week hit around the \$3,000 mark, which is no house profit.

Downtown (WB) (1,800; 25-70)—'Wild Boys of the Road' (WB) and stage show. Second week. Very good draw for this house and should puncture the \$12,000 figure. Last week, second and final stanza of 'Gold Diggers' (WB) was just bit short of \$10,000, good, but not what was anticipated.

Hollywood (WB) (2,756; 25-65)—'Wild Boys of the Road' (WB) and stage show. Second week. Very good draw for this house and should puncture the \$12,000 figure. Last week, second and final for 'Gold Diggers' (WB) not so good as expected at \$3,000.

Los Angeles (Wm. Fox) (2,800; 15-25)—'This Thing Called Love' (RKO) and 'Joe's Lament' (FD). Slacked off a bit at \$3,200. Last week, 'Curtain at Eight' (Maj) and 'Film Parade' (Blackton), fair at \$3,500.

Orpheum (B'way) (2,270; 25-35)—'Charlie Chan' (Fox) and 'The Kick Off' (Prin) and vaudeville. Little better than last week but pretty hard struggle to get over the barrier with \$4,800 take. Last week, 'Good Companions' (Fox) and 'Flaming Gold' (RKO), not helped any by stage show, as \$4,400 explains.

Paramount (Partners) (3,535; 25-40)—'Tillie and Gus' (Par) and stage show. Draw means mean nothing in this one, with start only mild and looks like to get over the barrier at \$12,500. Last week, 'The Way to Love' (Par) a terrific bust for a Chevalier opus at \$14,200.

State (Loew-Fox) (2,024; 25-40)—'My Weakness' (Fox) and stage show. Fair at \$3,500. Last week, 'Night Flight' (MGM), good at \$16,600.

United Artists (Grauman) (2,100; 25-40)—'The Bowery' (UA) and stage show. Started off at great clip and will hit around \$13,500 for its initial week. Mat trade very heavy—had lines up to darkness each of the first four days of run.

China Seeks American For Propaganda Film

Hollywood, Oct. 16.
Fung Bow Che, Chinese journalist sent to this country by his government to establish a Chinese propaganda campaign here, has spent the last few weeks in Hollywood looking over the picture field. Idea is to get some American producer interested in making a picture in China suitable for U. S. release.

Fung is a graduate of Columbia's School of Journalism. He also studied at the University of Missouri.

'Angel' B'klyn's Big Noise, Rousing \$50,000

Brooklyn, Oct. 16.
Good picture far in the downtown sector especially at the Paramount which is doing very big with 'Tm No Angel' and Lillian Shade on stage. House should hit a wow \$50,000.

Estimates for This Week
Paramount (4,000; 25-35-55-65)—'Tm No Angel' (Par) and stage show with Lillian Shade and Stan Meyers orch in pit. Looks like a wow \$50,000 and a holdover. Last week, 'Torch Singer' (Par) did \$22,000, oke.

Fox (4,000; 25-35-50)—'Charlie Chan' (Fox) and stage show with Countess Olga Albani, radio soap opera. Mobie \$11,000, will do. Last week, 'Shanghai Madness' (Fox) did \$11,500.

Albee (3,500; 25-35-50)—'Doctor Bull' (Fox) and vaude. Houses \$12,000. Last week, 'Ann Vickers' (RKO) \$19,400, good.

Loew's Metropolitan (2,400; 25-35-50)—'Night Flight' (MGM) and vaude. Emile Boreo—leading-bill. Looks like a fair \$20,000. Last week, 'Masquerader' (UA) did \$16,000, mild.

Strand (2,000; 25-35-50)—'I Loved a Woman' (WB). Robinson flicker should bring in \$12,000, oke. Last week 'Wild Boys of Road' did \$10,200.

Orph, Denver, \$10,000, Stage Show Credited; 'Bowery' \$6,800, Nice

Denver, Oct. 16.
Orpheum with large seating capacity and what most fans call best stage show since their reinstatement will easily top town this week. Playing to packed houses first two days. Indicates house record may be broken for past many months. Price cut from 55c top to 40c.

Midnight premiere of 'Tm No Angel' at the Orpheum. Even got top prices for playing. Regular Hollywood premiere with trimmings. 'Angel' starts run at Denham Wed.

Estimates for This Week
Albee (Huffman) (1,500; 25-40)—'The Bowery' (UA). Viola K. Lee at the organ. Big at \$6,800. Last week 'My Weakness' (Fox) took in \$2,800, less than average.

Denham (Hellborn) (1,500; 25-30-40)—'Much Ado About Nothing' (Par) 3 day holdover, and 'To the Last Man' (Par), 4 days to finish the week. Stage show. Two pics split week. Worth around \$9,300. Last week 'Night Flight' (MGM) (Par) topped the town with \$9,000.

Denver (Huffman) (2,500; 25-35-50)—'The Bowery' (UA). Edna Dodd at the organ. 20th Century company got off right here. Snappy \$10,000. Last week 'Night Flight' (MGM) did better than average, closing with \$8,000.

Orpheum (Huffman) (2,600; 25-35-50)—'The Power and the Glory' (Fox). Stage show with Fred Schmitt and orchestra. Faced at strong \$16,000. Last week 'Solitaire Man' (MGM) did the poorest business since stage shows were put back, closing with \$7,500—less than the Denver with another stage show.

Paramount (Huffman) (2,000; 25-40)—'Stage Mother' (MGM). West masters at the organ. Reviving 'Gold Diggers' on strength of Footlight Parade's publicity tieup.

Last week fans just wouldn't go for 'Dinner at Eight' as a roadshow proposition, preferring to hold off till pop-priced showing.

Paramount ran a one-performance midnite preview on 'Tm No Angel' at \$1 with fair results. House

is bringing in another now-and-then stage show Friday (20).
College returns to 25-40 scale from boosted 35-50.

Estimates for This Week
Paramount (Tally) (2,345; 35-50)—'Torch Singer' (Par), and 'Golden Harvest' (Par). Good in view of the competition; \$5,600. Last week, 'Sunday Afternoon' (Par), and 'India Sunka' (RKO), \$5,100 on five days.

Palace (Fox-Poll) (3,040; 35-50)—'The Bowery' (UA). Allow week to S.R.O. Looks like to grand \$12,500. Last week, 'Penthouse' (MGM), and 'Beauty for Sale' (MGM) nice at \$8,200.

Rogers (Fox-Poll) (2,200; 35-50)—'Footlight Parade' (WB). On a two-weeks' run this one should pull a swell \$13,000 first week. Last week 'Wild Boys of Road' (WB), and 'No Marriage Ties' (WB) built to surprising \$5,900.

College (Fox-Poll) (1,555; 25-40)—'Power and Glory' (Fox), and 'Lamarangs' (UA). Bill will take the take (leave-overs and headed for bid \$2,500 on reduced b. o. scale. Last week 'Dinner at Eight' (MGM) roadshow \$1,65 top, a disappointing \$5,700.

'SCANDALS,' TAB, 'BOWERY' BOTH BIG \$16,000

Providence, Oct. 16.
With one of two exceptions the bills this week are not so forte. The stage has another crowded week, and taking plenty away from the straight picture houses.

The RKO Albee has its second week of stage entertainment, is knocking 'em dead with George White's 'Scandals' tab, and 'Love, Honor and Oh Baby' despite a little sense of prices which now places this house in the field alone with 55c top.

'Scandals' opened Columbus Day and with the advantage of a one-day start on the other spots, and the holiday, the house broke all opening records, assuring at least \$16,000 for an eight-day run.

Just around the corner, Loew's State is cleaning up, with vaudeville and 'The Bowery', but this is one time that the stage hasn't anything to do with the good biz. Feature is doing the packing in; around \$15,500.

Over at Pay's, the third vaudeville house in the place is brisk, also, this being largely due to a strong combination of vaude and pictures. Stage revue with 30 people opening. The State's Hale girls and Bobby Pinkus, 'Silk Express' on the screen.

Otis Skinner here for a couple of days with 'The Great Gatsby' at the Carlton, but advance sale n.s. The Modern is showing 'Dangerous Corner', fair week anticipated.

Estimates for This Week
Fay's (1,900; 15-40)—'Silk Express' (WB) and vaudeville. Nice at \$16,000. Last week, 'The Girl in 419' (Fox), split, looks to \$4,000. Last week, 'The Girl in 419' (Fox), split, looks to \$4,000. Last week, 'The Girl in 419' (Fox), split, looks to \$4,000.

Loew's State (3,200; 15-40)—'The Bowery' (MGM) and vaudeville. Picture is the only thing that is attracting them to this spot. 'Night Flight' (MGM) showed mediocre, but Beery's drawing power in these parts will very likely give house a chance to crack \$16,000. Last week, 'Night Flight' (MGM) managed to garner \$15,000, even though picture had plenty of names.

Majestic (2,200; 15-40)—'Power and the Glory' (Fox) and 'Bitter Sweet' (UA). Bill would have no difficulty in setting a brisk pace under different circumstances, but as it is house will be fortunate if it tilts \$8,000; so-so. Last week, 'Captured' (WB) and 'The Girl in 419' (Fox), and other nice bill that couldn't stand the stage opposition; \$5,200, n.s.

Paramount (2,200; 15-40)—'Sweetheart of the Night' (MGM). Not so hot and the house knows it, too. Indies booked purposely because of the pent-up opposition; stand figures at \$4,000. Last week, 'Golden Harvest' (Par) and 'Sing, Sinner, Sing' (Allied), fairly good at \$5,800.

RKO Albee (2,500; 15-55)—'Love, Honor and Oh Baby' (U) and 'Scandals'. Nice bill and off to a big start. Spot is the highest priced stand in town but natives are paying their way this week, nevertheless. If present pace continues house can't possibly fall to cross \$16,000, good. Last week, 'My Woman' (Col) and 'The Girl in 419' (Fox) at \$3,200 for six days.

RKO Victory (1,600; 10-25)—'Gallop! Gallop! Gallop' (Mono) and 'Brief Moment' (Col) for three days, split. Last week, 'The Girl in 419' (Fox), 'East of Fifth Avenue' (Col) and 'Police Car 17' (Col) should be able to garner at least \$1,900 for four days.

Seattle's 10-Act Vaudfilm, \$14,000; 'Solitaire' Yanked; 'Dinner' \$6,500

'Angel,' \$12,500, Raising Devil with Rest of B'ham

Birmingham, Oct. 16.
'Tm No Angel' is taking the dust off some of the unpopular seats. If the steady pace is maintained throughout the week new year's house record is almost certain to roll down the hill.

Estimates for This Week
Alabama (Wilby) (2,800; 30-35-40)—'Tm No Angel' (Par). Figuring \$12,500, but may go higher to a new high for 1933. Last week 'My Weakness' (Fox) and 'Women Must Love' (U) on split week, poor \$5,000. Ritz (Wilby) (1,600; 25)—'Beauty for Sale' (MGM). Last week, \$1,400. Last week, 'Three Corners Moon' (Par) \$1,000, better.

Strand (Wilby) (800; 25)—'Storm at Daybreak' (MGM). The only storm north of the Atlantic this week, \$800, low. Last week 'Shanghai Madness' (Fox), \$1,000. Empire (BTAC) (1,100; 25)—'She Had to Say Yes' (FN). A letdown from the past two weeks, but good business, \$1,400. Last week 'Picture Snatcher' (WB), \$1,600.

'Jefferson' (Indie) (2,000; 15-25)—'Behind Jury Doors' and stage show. Last week, \$1,000. Last week, next week Paul Reno's 'Maxine Revere' comes in. \$800. Last week, 'Her Splendid Polly' and stage show, \$900.

Bigger Prices, \$9,000, Tacoma Guinan Bow; 'Paddy' Oke, \$3,500

Tacoma, Oct. 16.
Texas Guinan, with stage unit, is saying hello to the suckers here about like nobody's business. Hamrick's Music Box upped the admish to four bits for this, and the town seems to like this kind of coin for this kind of a show.

Roxy has 'Paddy' in for full week, while Tex is set for the full season, too, with 'Her Bodyguard' as pic support for entire engagement.

Estimates for This Week
Music Box (Hamrick) (1,400; 25-50)—'Her Bodyguard' (Fox), but Texas Guinan and unit, stage, are talk of the town, accounting for smacks \$9,000 that's anticipated on basis of first day's \$2,000. Last week 'The Masquerader' (UA), four days, hit \$2,000. 'Man Who Dared' (Fox) slow at \$1,200; for weeks total, okay \$3,300.

Roxy (J-VH) (1,300; 25-35)—'Paddy, the Next Best Thing' (Fox). Second week, looking to get \$3,500, good. Last week Broadway to Hollywood' (MGM), four days, \$2,400; big. Another Language (MGM), three days, \$1,600, fair; for dandy week, \$4,000.

Blue Mouse (Hamrick) (650; 15-25)—'The Girl in 419' (Fox), split, looks to do \$700, poor. Last week, 'The Girl in 419' (Fox), split, looks to do \$700, poor. Last week, 'The Girl in 419' (Fox), split, looks to do \$700, poor.

Lincoln's 2 Vaudfilms Getting Most Attention

Lincoln, Oct. 16.
The two vaude houses, Lincoln and Orpheum, will still provide most of the b.o. draft this week, although the booking of Mae West's 'Angel' in the Stuart with a boosting midnite preview Friday (13) should get plenty here. This's the best film to hit the row for almost a month as far as Lincoln is concerned. The previous West opry played here three times to bigger crowds each time.

Ted Leary, who came out to be a fixture at the Ford, has been had the proposition melt a week ago, has been assigned by the opposition indie Orph group to frame their shows in this and send them out here in unit form. Bob Livingston takes a weekly airplane jaunt into the Windy City to book his own stuff, generally off the State-fair circuit. Last week he had three of four acts on the Lincoln bill, working in one which isn't a lot of variety when the same house groups are used.

Fan-dancers were a big draw last week. One at each house and everybody who saw one went to see it. On the basis of comparison, The Orph made grossing history since the indie group has had it in hand. Take just about touched \$3,600.

Estimates for This Week
Lincoln (LTC) (1,600; 10-25-40)—'My Weakness' (Fox) and stage show. Should approximate a pretty good \$2,900. Last week 'Goodbye Again' (WB) and stage show with Roxanne Carline, fan dancer, and

Seattle, Oct. 16.

A keen battle for biz looms here, as Orpheum and Metropolitan join the first-run parade downtown. For first time since the boom days, with exception of a short lapse, a year ago, all the ace houses are fighting for a share of the showgoers' coin. One help is that rentals and other overhead are reduced. Showmen are doing their big share for recovery, with Orpheum handing re-employment \$12,300, and Met, a sizeable amount, with 25-piece band to gig on Saturday, on reg pic-prologue policy.

Met had fanfare of Hollywood opening Saturday for roadshow of 'Dinner at Eight' with the house revamped.

Orpheum has the town placarded with 'Welcome to Audville,' using ten acts, said to be budgeted at \$10,000. However, opening week brought in Clarence Stroud as m.c. in addition, with stage acts being: Scott & Lambert; Roy Dove, Ellis & Clark, Marvin-Jensen Trio, Morella Bros., Niles Marsh, Chapelle & Rayner twins, Stuard & Dodge, and Gordon & Leary. Funds to run 80 minutes, with fast tempo required. Tiny Burnett heads orchestra.

Estimates for This Week
Fifth Avenue (Evergreen) (2,400; 25-40)—'Penthouse' (MGM) playing up a girl of mystery and death-leaves opening to Monday night, anticipated \$7,500. Last week 'Power and Glory' (Fox) fair, but below expectations, public probably concurred with some 'mighty' opus, did \$5,600.

Roxy (J-VH) (2,300; 25-35)—'Saturday's Millions' (Fox). Football stadium loudspeaker used to plug for this one, also heavy newspaper campaign. Last week, 'Lady for a Day' (Col), big at \$5,700, management wanted to hold over, but due to Texas Guinan's 'The Girl in 419' and 'Millions' set week, couldn't.

Paramount (Evergreen) (3,100; 25-40)—'The Solitaire Man' (MGM), Brodie at \$1,700 and yanked after four days. Last week 'Our Sunday Afternoon' (Par) fair at \$5,100.

Orpheum (Oldknow) (2,600; 25-40)—'Bureau of Missing Persons' (FN) with Clarence Stroud as m.c., headlining 10-bill vaude on stage, held in contract for \$10,000, expect \$14,000, big. Last week, dark.

Metropolitan (University) (1,480; 55-11.65)—'Dinner at Eight' (MGM) big campaign an aid, \$6,500. Last week, dark.

Music Box (Hamrick) (900; 25-40)—'Ann Vickers' (RKO) with Sinclair Lewis getting display, expected \$7,500, expect holdover. Last week 'Goodbye Again' (FN) slow at \$3,000.

Blue Mouse (Hamrick) (950; 25-40)—'The Bowery' (UA) selling revival of good old days, started big, but long (WB) 'Solitaire' (MGM), 'The Emperor Jones' (UA) healthy considering its class appeal, at \$4,700, good.

Liberty (J-VH) (1,900; 10-25)—'Curtain at Eight' (Maj), 'The Blue Bandit' (Mas), dual, guess is \$4,500. Last week 'Below the Sea' (Col); 'World Gone Mad' (Maj) big at \$4,400, with lines three nights, first time in Lincoln.

Coliseum (Evergreen) (1,800; 15-25)—'College Humor' (Par); 'Mary Stevens, M.D.' (FN) nice bill, expected to produce \$4,200. Last week 'The Girl in 419' (Fox), \$4,200; 'Mayor of Hell' (FN), dual, four days, okay, \$2,400.

O'Connor family did well, \$3,000.
Stuart (LTC) (1,900; 10-25-40)—'Tm No Angel' (Par). Should light the way to some neat money recognition, \$3,100. Last week 'I Loved a Woman' (WB), \$1,500. Last week 'Colonial' (LTC) (750; 10-15-20)—'No Marriage Ties' (RKO). Good for good \$900. Last week 'Narrow Corner' (FN) and 'The Last Man' (Par), split, \$1,000.

Orpheum (Indie TC) (1,400; 10-20-35)—'Study in Scarlet' (Tiff) and stage show of three acts backed by fourth, successful very good. Tracy Brown, ork and Ernie Rayburn girls. Looks likely for good \$3,000. Last week 'Young Bride' (RKO) and 'Pay Baker, fanner, with Willock and Carson, 'Indie TC' comedy duo, on stage, banged out a marvelous \$3,600. Best gross at this house since 1931.

State (STI) (500; 10-15-25)—'The Girl in 419' (Col). Looks fairish \$750. Last week 'Rio Rita' (RKO) revival, full of surprises took \$950, good.
Liberty (Indie TC) (1,400; 10-20-35)—'The Girl in 419' (Col). 'Trail Drive' (Mono), split. Okay \$1,000. Last week 'Her Mad Night' (Maj) and 'Rainbow Rains' (Maj) split, pretty good \$900.

Lombardo, Waring Bands Bolster Loop as Fair Burg Levels Off; West Slows 'Bowery' at \$20,000

Chicago, Oct. 16. Notice in the wind that the World's Fair is winding up. The grosses are beginning to slide perceptibly, figured at 20% under the high mark set about a month ago. Winter chill in the atmosphere is keeping away but those who reside in and near Chicago out of the fair grounds. Ace Chicago's top has decreased from the high 60s, to the lower 50s. Still widely on the profit side but the downward sweep is gaining speed.

Fair now has only two more weeks to go and not likely to be held over despite numerous conferences. The RKO Palace has firmly established itself in the public mind because with a weak show last week house still did a whale of a business at \$20,000. Which is a tip-off on the standing of the house now has to hold up so terrifically despite the universal drop. House is busy plugging itself as the town's only deluxe vaude stand, playing up the vaudeville tag to mean something.

Battle of bands currently between Palace and Chicago with Guy Lombardo and Fred Waring. Both houses are doing well, although sliding down in general weakness. Neither house has pictures of any strength and depending strictly on name bands.

'Bowery' started to a disappointing pace at the United Artists due to the competition of 'I'm No Angel' across the street, the folks coming around for the gray 90's. The picture anking to the Mae West flicker. Change of advertising attack to the Flag-Quint angle built up business for the UA pic towards the close of the first week.

Estimates for This Week
Chicago (B&K) (3,940; 35-45-75) 'Broadway to Hollywood' (MG) and Fred Waring band on stage, Fair starting to slide off and is being felt. At the same time, however, is managing to keep the slide comparatively small and will deliver at least \$48,000, a highly probable figure. Last week 'Night Flight' (MG) and 'Crashin' Quill' on stage did a smashing \$58,200.

McVicker's (B&K) (2,284; 25-35) 'Too Much Harmony' (Par). Just a two-weeker, the natural drag of the house keeping the flicker at a really unflinching 60. possibilities. Second week will touch only \$10,000. 'Stage Mother' (MG) set for Oct. 21. Film and 'Crashin' Quill' on stage did a smashing \$58,200.

Oriental (B&K) (3,200; 30-40-50) 'I'm No Angel' (Par) (2nd week). Still the one smack flicker in the loop, hurting everything around. Voices were heard in the picture without being raves. Should stick to \$24,000 for the current session, terrific. Last week hit up to \$27,000. 'Crashin' Quill' on stage for a five to six week stay.

Palace (RKO) (2,583; 40-65-83) 'My Woman' (Col) and vaude. Guy Lombardo band headlining and doing the business. House is set for the public and turning in a profitable profits despite flabby film product. Going currently to big \$26,000. Last week 'Brief Moment' (Col) and 'Ma Fink' (RKO) did a smashing \$28,700.

Roosevelt (B&K) (1,500; 25-35) 'Charlie Chan's Chance' (Fox). Just a single week for the one but okay at \$12,000. House waiting and everybody in show business waiting to see what the 'Tarzan' reel which starts here in two weeks will do. Last week 'Penthouse' (MG) and holdover from Chicago managed good \$14,900.

United Artists (B&K-UA) (1,710; 35-55) 'Bowery' (UA). First Twenty-first flicker in the loop, sliding down strictly to the Mae West influence across the street. In the shopping battle the 'I'm No Angel' picture is doing almost every time. Ad change attack doing better, playing down the 90's angle and building the two guys and a dame wrinkle. To \$20,000 for the first week. 'Bowery' (WB) finished second week slowly at \$7,300.

'ANGEL' AND 'BOWERY' COLUMBUS' B.O. GEMS

Columbus, Oct. 16. Dog days have left this old capital city and college town theatres are lines in front of streets. Everything is big, stupendous, and even more. Midnight shows are not paying any more than four before noon at at least two theatres. Mae West's latest is battling it out with 'The Bowery' right across the street. Palace is due for more

profit this week than ever before. Opened West with a midnight show at which house count bettered 1,500, then started with a midnight show Saturday and counted less a few hundred over that. Ben Bernie in person due next. Looks like an RKO month here. Broad doing swell with 'The Bowery'.

Other houses naturally not getting by with more than the leftover. Worst jolt last week was the complete falling off of 'Dinner at Eight', roadshowed at the Hartman.

Estimates for This Week
Palace (RKO) (3,074; 25-40) 'I'm No Angel' (Par). Taking the town and will get tremendous \$18,000. May be called back after another week, holdover impossible. Bernie due in person next week. Last week 'Ann Vickers' (RKO) not bad at \$5,800.

Ohio (Loew-UA) (3,000; 25-40) 'Torch Singer' (Par). Very poor third this week and hardly better than \$6,000. Last week 'Too Much Harmony' (Par) held up well and got just under \$10,000.

Grand (Neth) (1,100; 25-40) 'Ever in the Heart' (WB). Mild \$2,500 only. Last week 'Wild Boys of the Road' (N) also not so hot with \$2,600.

Broad (Loew-UA) (3,510; 25-40) 'Torch Singer' (Par). Very poor \$11,000 or a bit more in the making for this week. Last week 'Paddy' (Fox) also did well, garnering just under \$9,000.

Majestic (RKO) (1,100; 22-32) 'Shadows of the Night' (RKO). Only fair \$2,500 in sight. Last week 'Charlie Chan' (Fox) \$2,400.

Hartman (Neth) (2,000; 25-40). Going stock with Raynor Lehr Co. Last week 'Dinner at Eight' (MG) in at \$1,650 per and two shows a day get less than \$2,500, which made it well under \$10,000 for the two-week run.

'BULL' BULLY \$14,000, 'BERKELEY' 7G, MONT'L

Montreal, Oct. 16. Vaude continues to get all the dough in town with the balance of the main stems joggling along, some good, some bad. Weather warm doesn't help nie grosses much and week-end receipts were below average except at Loew's where the S. R. O. went up early and stayed till the late show. Capitol held up well despite this opposition.

Thurston, the magician, is jamming the town in the big show with 'Doctor Bull'. Loew's will easily once again top the town and may gross up to \$14,000.

Palace has 'Berkeley Square'. Loew's has the following here which will likely improve recent grosses; \$7,000 likely. Capitol brace are 'Heroes for Sale' and 'Her First Mate' certain to hold up average which means around \$7,000. Firmness with 'The Bowery' and 'Devil's Mate' may get \$5,500.

His Majesty's in its first week of Montreal shows is showing 'Candlelight' (legit) with a New York cast and may get away with \$5,000. Nabes are coming out of the red and show general improvement.

Estimates for This Week
His Majesty's (Ind) (1,600; 50-115) 'Candlelight' (legit). Montreal Theatre League subscription production. May get \$5,000. Last week was third of French comedy company which did better than hoped at \$4,000.

Palace (FP) (2,700; 60) 'Berkeley Square' (Fox). Might make \$7,000. Last week 'Too Much Harmony' (Par). \$6,500.

Capitol (FP) (2,700; 50) 'Heroes for Sale' (WB) and 'Her First Mate' (WB). Make a good average and looks \$7,500. Last week 'Torch Singer' (Par) and 'Tomorrow at Seven' (Par). \$5,000.

Loew's (FP) (3,200; 85) 'Doctor Bull' (WB) and 'Fox'. Certain to wow the town, but most of it due Thurston, magician; \$14,000, very good. Last week 'Berkeley Square' (Fox) and 'Ma Fink' (RKO) did a smashing \$28,700.

Imperial (France-Film) (1,600; 50) 'Nu comme un Ver' (French). Second week, \$2,000. Last week \$2,000.

BUFFALO SHUFFLES

'Bowery' Strong \$12,000, Alone in the Money

Buffalo, Oct. 16. 'The Bowery', which opened big at the Hippodrome, will be Buffalo's lone attraction drawing heavy this week. It should get in the neighborhood of \$12,000, great for the Hipp.

After smashing business last week, both the Buffalo and Great Lakes fall off currently, their attractions not enticing. Buff has 'My Weakness' while the Great Lakes plays 'Golden Harvest' with its vaude.

Estimates for This Week
Buffalo (Shea) (3,900; 30-40-55) 'My Weakness' (Fox) and stage show. Looks like about \$14,000, fairly good but far behind the smash \$25,000 second last week on 'Penthouse' (MG) and stage show.

Hipp (Shea) (2,400; 25-40) 'The Bowery' (UA). Exhibiting strong draft and ought to end up week at \$12,000 or better, probably holding over \$4,700. 'One Man's Journey' (RKO), \$5,100, a little under average.

Great Lakes (Shea) (3,400; 25-40) 'Golden Harvest' (Par) and stage show. Falling to interest and \$9,000, mild, appears tops. Last week 'Mary Stevens' (WB) and stage show went to a very big \$19,300.

Century (Shea) (3,400; 25) 'Captured' (WB). Will be a little better than previous week's bad showing, indicating a probable \$7,000. Last week 'Power and Glory' (Fox) only \$4,700.

Lafayette (Ind.) (3,400; 25) 'Love, Honor and Oh, Baby' (U). Big continues on the upbeat; set for a big \$6,500. Last week 'Saturday a Million' (U) nice at \$6,000.

'ANGEL' \$36,000, ST. L. BONANZA

St. Louis, Oct. 16.

Out here in the midwest, it's all Mae West this week. Certainly it's not the fault of the boys at the Ambassador, where Mae is holding forth. If the whole town and the countryside for miles around is not come-up-and-see-me conscious by now. They've heralded her in newspaper spreads, blanketed the city with billboards, proclaimed her in various other unique advertising methods and dressed the theatre marquee up until it shines more brilliantly than the diamonds Mae wears.

How well they have succeeded is indicated by the fact house is playing to absolute capacity most of the time. Expecting no less than \$36,000 and looks like they'll get it.

From the standpoint of attendance, they expect 'I'm No Angel' to break all house records, even surpassing the 'I'm No Angel' of the big screen days by Paul Whiteman and his band. It won't be the most money, though, for in those days they got 75 against 55c today, but 36G's means a small turn in profit.

Expenses have been out to the bone on the stage show. Mae's not getting it all, though. Loew's State (Loew's) (3,000; 25-35-55) 'I'm No Angel' (Par). Big stage show. New house records, maybe from the likely \$36,000, strictly a stupendous pre-depress gross. Last week 'Love, Honor and Oh, Baby' (U), fair at \$14,000.

Fox (Fox) (6,000; 25-35-55) 'Walls of Gold' (Fox) and stage show. Poor \$8,000. Last week 'Power and Glory' (Fox) disappointing only \$4,000, fair.

Grand Central (Skouras) (2,000; 25-35-50) 'Samarang' (UA) and 'Flaming Gold' (RKO). Fair for \$3,000. Last week 'Too Much Harmony' (Par) (2d week), ditto.

Loew's State (Loew's) (3,000; 25-35-55) 'The Bowery' (UA). Also in for a big take, \$17,000, on 'Stage Mother' (MG) \$9,000, fair. Missouri (Skouras) (3,500; 25-35-50) 'The Bowery' (UA). Good for \$8,000. Last week 'Deluge' (RKO) and 'To the Last Man' (Par) \$8,000, fair.

St. Louis (Ind) (5,500; 25-35-55) 'Singer' (WB) and 'Ma' and Gus Van on stage. Poor only \$8,000. Last week 'Ann Vickers' (RKO) \$10,000, poor.

B'way Grosses Read Like 1929, 'Angel' \$80,000, 'Henry' \$100,000, 'Parade,' 'Bowery' Socko Holdovers

Four mighty draw attractions are taking the spotlight this week, headed by the Music Hall's 'Henry VIII' and Paramount's 'I'm No Angel'. The other two getting the lion's share of attention are holdovers, but both are powerful box office 'Bowery' at the Riv, and 'Footlight Parade', Strand's tenant.

In ratio to its overhead and capacity, the Par is outdrawing everything in sight. The Music Hall, on the strength of at least \$80,000 on first week for Mae West, and a chance to build to \$85,000, Music Hall looks to go over \$100,000 with 'Henry', an English-made, which started off with a bang, getting \$18,400 Thursday (12), biggest opening day house has had since the start of the year. The record of \$103,000 set by 'Cavalcade'. 'Henry' is in here at highest guarantee yet, \$20,000.

The Paramount does not set a new high at \$80,000 or more because its scale is lower, but with the town breaking down the doors to see Mae West, the house goes to a new attendance top of 77,000 up to yesterday afternoon (Monday) at 1 p.m. Previous attendance high for the same period was 70,000, and line outside the house around the 43rd street corner are being set up for the first time since the Wall street debacle.

West picture is figured certain to go over \$100,000, maybe four for three weeks. 'Henry' for four for any picture would be a record, also. House upped its admission prices 10c Friday (13), that helping some \$10,000.

George Olsen, with Ethel Shutta and Joe Morrison on stage are aiding; they definitely contributed to drawing them here on a holdover. 'Footlight Parade' after a sensational \$55,000 the first week of eight days (including a special premiere) heads for \$40,000 currently, very big for the Strand, and \$35,000, which got \$50,000 on first seven days of 'Bowery', biggest for house in three years, the second week will be about \$20,000, also elegant.

When the four big leaders get through, there usually isn't much left for the rest, but no real sufferers among the other attractions.

Capitol, 'Stage Mother' and 'Flight' will not be so bad off, with an indicated \$20,000 on 'Saturday's Millions'.

The State is getting a good play from 'Too Much Harmony', and should strike close to \$20,000 on the week, again making its vaude opposition, the Palace, sit up and take notice. 'Pal' has 'Ann Vickers' and looks to do not much better than it has been right along, around \$12,000.

RKO Roy, whose new name is to be the RKO Center, with 'Ann Vickers' (RKO) four days, and 'Stage Mother' (Par) three days, should do okay, approximately \$11,000.

Rialto has no sock in 'My Woman' and will be fortunate to hit \$8,500, with the Mae West picture. 'Berkeley Square' (Fox) (2d week) is particularly hurting this nearby house.

'Good Companions' proved weak for the Mayfair and was dumped for the week. 'Sunrise' (15), house bringing in 'Before Dawn' (WB) under \$7,000. 'Companions' went under \$7,000.

Estimates for This Week
Astor (1,012; 83-110-115-120) 'Dinner at Eight' (MG) (8th week). Falling off to what's normally expected after a fine seven week run. An big takeoff, last week, and still stout enough to hold for a while yet.

Capitol (5,400; 35-72-83-110-115) 'Night Flight' (MG) (2d week), and stage show. On second week will probably in neighborhood of \$22,000, mild after topping fine \$50,000 on first seven days. 'Bombshell' (MG), coming in Friday (13), started to get advance advertising 'vesting' yesterday.

'Berkeley Square' (Fox) (\$5-110-115) After a profitable run of five weeks, 'Berkeley Square' (Fox) closes Sunday (15) to go to the musical 'The first run'. Last week (fourth) its takings at this small-sizeater were \$8,000.

Hollywood (1,553; 25-35-55-75-85-110) 'Ever in My Heart' (WB). Should get \$10,000 or over, mild, and goes out Saturday (21), house closing for four days before 'World War II' (WB) opens on a special premiere Oct. 25.

Mayfair (2,200; 35-55-65) 'Before Dawn' (RKO). Was brought in yesterday (Monday) and may get close to \$10,000. 'Good Companions' (Fox), English-made musical which was taken off Sunday night (15).

Palace (2,000; 25-40-55-75) 'Ann Vickers' (RKO) and vaude. Maybe \$12,000, maybe a little under, fair. Last week 'Bureau of Missing Persons' (WB), helped by Burns and Allen in person, went great to over \$16,000.

Newark (Adams-Par) (2,248; 15-99) 'Torch Singer' (Par) and vaude. Got off to a flying start and should climb over \$13,000. Last week, second of 'Too Much Harmony' (U) and 'Goodbye Angel' (WB), helped by three Little Pigs, splendid at \$14,500.

Capitol (WB) (1,200; 15-25-35-50) 'Song of Songs' (Par) and 'Solitaire Man' (MG). Dietrich has done two weeks and 'Song of Songs' at the Newark and few pictures can pull on a third week downtown. Around \$14,000. Last week 'Bureau of Missing Persons' (WB) and 'Turn Back the Clock' (MG), good at \$11,000.

Little (Indie) (299; 55) 'Barney Kiss' (B&D) and stage show. Irish bill on stage backing up picture. Running nine days to get back to Saturday opening. Last week, second at \$14,000. Last week at slightly lower scale 'Return of Nathan Becker' (Amkino), okay at almost \$11,000.

Loew's State (2,780; 15-75) 'Stage Mother' (MG) and vaude. Not strong and likely to slip to a feeble \$9,000. Last week 'Beauty for Sale' (MG), helped by Burns and Allen in person, went great to over \$16,000.

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radio stage show. Going good to \$12,000. Last week 'Too Much Harmony' (Par), second week, million at \$5,000.

Josephine Baker London Show Panned, But Looks Like \$40,000 in 3 Weeks

London, Oct. 7.
The Josephine Baker show at the Prince Edward, despite unsatisfactory newspaper criticism, is doing well, and management figures show will gross \$15,000 first week, with about \$13,000 second week and the remaining fortnight to average \$11,000 per week.

This is possible, as theatre is located in Soho, where is thickly populated with foreigners. Miss Baker is also doubling at the Cafe de Paris.

Josie Baker on Air
Josephine Baker encountered several good and bad breaks here on her arrival to open a four-week season at the Prince Edward theatre. Landing with her company of 36, and bringing several trunks of scenery, dresses and musical instruments, she was asked by the Customs to pay the equivalent of 66,000 francs duty.

Her manager, Peppo Abatino, after a lot of wrangling managed to get the instruments without paying on plea that they have a broadcasting date. The other articles were released on paying part of the money, with a promise to pay the remainder in a couple weeks.

\$5,000 Week Floor Show
As predicted, Clifford Whitley has signed the entire Felix Ferry Monte Carlo floor show, which has just finished at the Casino de Monte-Carlo for the Dorchester Hotel. This is the biggest floor show ever staged at any London night spot.

People comprise the show and Dorothy Fitzgibbon, Arnaut brothers, Carl Randall and Barbara Newberry, Gloria Gratton and Reva Reyes, the Cuban crooner, besides carrying a group of beauties from the show.

Show is the most expensive yet operated here, costing around \$5,000 per week, and goes in for six weeks guarantee, with option, opening Oct. 11. It is also scheduled to double at a theatre. Whitley is now negotiating with A. E. Abrahams, and show will either go into the Garrick or Aldwych, with opening date around Oct. 23.

Weak Pavilion Bill
London Pavilion bill, week of Oct. 2, has no new acts, with several quick turns that are not remarkable. Program is overabundant with vocal efforts. Angela Guilbert, singing accordionist, does not help any. George Mozart, one of the few oldtimers around, does the same vehicle he did some 20 years ago.

Gene Durham, comedian from the U.S.A., could do the same with the right material, but here is anything but. Frederique, singer of semi-classical songs, has improved with experience and is acquiring stage deportment.

The Three Beams, two girls and a midget, are fair dancers, with the diminutive singing about the same. Middle, D'Alba, a tough reading act, of the stereotyped variety. Bert Weston, another oldtimer, in a drunk offering, is about the best thing on the bill.

Harlem in London
radbury Pratt and Jack Hylton negotiating with Irving Mills to bring over Duke Ellington for Verry's resid. Understood Pratt is desirous to make this night spot a sort of Cotton Club and is prepared to pay \$4,000 for the band. Plus percentage.

Verry's has capacity of about 600 and can do \$3,000 per night.

London Rep. Players
The Repertory Players inaugurated their fall season Sunday night at the Piccadilly with a performance of "The Siren," by Harold Dearden. A melodrama of the chaste heroine shared by a financial magnate.

KING HENRY'S SURPRISE PARIS WORLD OPENING

Paris still thrilling with the fact that it got the world premiere of "King Henry the Eighth" (U.A.). Picture opened at the Lord Byron in its original English version Oct. 1 and has been mopping up, with everybody raving about it.

Best social mob of the year attended opening and in some in Hollywood in time to make it.

No reason given by United Artists for assigning the world premiere of the film to Paris. It opens in New York next week and isn't set for British release yet.

Dutch Subsidies Cut Again; Legit, Opera Hit

The Hague, Oct. 5.
Mayor and Aldermen of Amsterdam have just announced new cuts in Amsterdam art subsidies. Taking the dollar at par, the Amsterdam Orkestgebouw Orchestra gets \$4,000 less per year, putting the subsidy at \$44,000. Italian Opera gets only \$2,000 and Wagner association 2% less, leaving the subsidy at \$1,500.

To boost low price performances, accessible to lower classes, Amsterdam gives \$20,000 per year to various legit companies. Under this scheme performances are possible of only a few plays, which are specially mentioned: "The Miracle," the Golden Cage and Dostoevsky's "Crime and Punishment." Royal Oratorium Company gets \$1,000 for production of "Dannation de Faust" music by Berlioz.

INDIES' POISON IS MAJORS' PIE

Rome, Oct. 7.
A quota system goes into force here for exhibitors this week, according to which cinema halls will henceforth be obliged by law to show one Italian picture for every three foreign ones projected. Royal decree obligating importers of foreign made films to pay a fee of 25,000 lire for permission to dub in Italy looks like standing. Some producers have even discovered advantages, one, for instance, is that it is likely to clear the market of the small producer and allow the big producers to have things more their own way.

Fono-Roma, the biggest firm of dubbers here, are doing heavy business. They are dubbing for most American majors. Fox has rented a special studio at the Fono-Roma for dubbing. It will be equipped with Western Electric. Fono-Roma uses Italian apparatus.

There has been a tremendous rush during the last few weeks to get pictures dubbed before the date when the new tax of 25,000 lire becomes operative. The dubbers were flooded with pictures to be rushed through, but the Italian censors slowed up their part of the work.

MASCAGNI IN ITALIAN OPERA FILMING GROUP

Rome, Oct. 5.
A new film producing company is being formed here, chiefly with the object of making musical pictures and the promoters include Mascagni, ex-minister Alfredo Bacchi, Grand Officer Leo Da Zara, Lucio d'Ambra and Corrado De Vita.

New company will have studios in Rome, and will also undertake dubbing for distributors of foreign films. It is believed that Mascagni's operetta "Si tu m'aimes" will be the first picture to be filmed. The idea behind the new corporation is an old one revived.

The executives of this all Italian company intend to gather in the big Italian names in the singing world, and it is hoped to secure the services of Gigli, Borgelli, Tito Schipa, and Stracelli. Maestro Marinuzzi who directs opera at the Rome Opera House is mentioned as being likely to be attracted to the new firm.

LONDON FAN EDITOR BACK
Maurice Cowan, editor of "Picture-Goer's London," sails back for home Thursday (19) after two weeks of o.o.'ing New York. He also spent a week each in Chicago and New York, but didn't visit the Coast.

Cowan, during his American visit, was trying to gauge American reactions to films for differences of view viewpoint of both sides of the ocean. From that standpoint, he said, he figured New York more interesting and instructive than Hollywood.

Triest's U.A. Spot

Willard G. Triest has been named by United Artists as in charge of the Scandinavian markets, the Balkan States and Germany. He is new to picture business but has been training at the United Artists foreign office in New York for the last three months.

Triest sails Friday (20) on the Paris for Paris where he will report to Arthur Kelly, U. A.'s foreign chief, on Kelly's return from India.

Triest will headquarter in Stockholm and will work under the supervision of J. D. Koepel, Paris, U. A.'s Continental chief.

VIENNA LOOKS TO N.Y., LONDON FOR PLAYS

Vienna, Oct.
There will be a boom of English and American plays here this season. First in the series will be Anthony Armstrong's "Ten Minute Alibi" at the Komedie.

The Kaufman-Perber hit "Dinner at Eight," Mordaunt Shipley's "The Green Bay Tree," R. P. Montgomery's "Double Harness," G. F. Lennon's "White Lilac," "The Streets of London," and a musical version of "Lady Fanny and the Servant Problem" will follow in rapid succession at the Volks, Josefstadt and Scala theatres.

Later in the season two Maughams plays, "For Services Rendered" and "Sheppey"; Londale's "Never Come Back"; Walter Hackett's "Road House" and Galesworthy's "Skin Deep," will be due here. Announcements also include "Mourning Becomes Electra," "The Vinegar Tree" and Sean O'Casey's new one, "Within the Gates."

Anyhow it's a slap at France, whence more plays were imported in recent years than either from England or America. Now it's getting the other way round.

PAR NEWSREEL O. O. ABROAD, ALSO UFA

Joseph Albert Richard, editor of Paramount newsreels left for Europe Saturday (14) to pep up the Par news services on the continent. With him is Eugene Leonard, the reel's technical adviser.

During their recent European journey John Hicks and Eugene Zukor, Par's foreign heads, also scanned the newsreel situation in all continental countries and the current trip is a result of observations made by the two. Paramount's idea is understood to be building up independent units wherever possible in each of the European countries. Also something must be decided about Germany where Par and Ufa make a mutual reel. That's been worrying some on this side, with mention it may be dissolved.

German Relief Drive Gets Free Screening

Berlin, Oct. 7.
The Federal Association of German picture theatre owners called upon its members to participate in the government's winter relief action by complying with directions by the Ministry for Public Enlightenment and Propaganda to support the government film propaganda for the purpose.

All branches of production, distribution and exhibiting are to make and exhibit at minimum charges if at any at all the screen propaganda. Patent holders are expected to renounce royalties for these propaganda films and the raw-film producers are to supply material free of charge. Producers, actors, directors, etc., are expected to work for the benefit of the fund. Theatres shall pay a small fee and will be freed of taxation on these reels.

At the same time the professional organization of film actors called on its prominent members to arrange 'autograph-afternoons' for the benefit of the relief fund and to contribute to it by other means.

London Going Strong, House Famine Seen; Henson's Return Smash, \$13,000

New Color Film System Demonstrated in Milan

Milan, Oct.
The Ellos Colour Cinematography Company, Ltd., Milan, in the premises of the old Milano Film Company, which was shut down 15 years ago, gave a demonstration Oct. 1. The Government was represented by the Prefect, whilst nearly all the big shots of the film industry were present.

Subject in colors was a scene of "Il Cardinale Lambertini," with one of Italy's most famous actors, Gr. U.M. Ernesto Zaccaroni, in the name part. The inventor of the new system of color cinematography Sig. Emilio Roncarolo, was his own operator, whilst Signor Bassi, late of Hollywood, was the scenic and artistic director.

Several other examples of color films were shown, some of them beautiful.

The system is based on a three-lens camera, with three separate film ribbons running simultaneously, each one selecting its own color by means of a patent selector filter. Afterwards, by a special process, the three negatives are printed on one film which is then used like any ordinary film. Each of the three films is chemically treated for its own precise color. Costs are said to be the same as for the ordinary black and white film.

The company has been formed with a nominal capital of \$5,000 gold, but it is stated that the power of Italy's greatest bank, the Credito Italiano, is backing the undertaking.

CZECH NATIVE PIX SUBSIDIES

Prague, Oct. 6.
Orders have gone out from the Ministry of Commerce for the formation of a special commission to supervise domestic film production. No mention of an open subsidy, but from appearances that is the object.

Lines of the proposed new commission are drawn similarly to that recently formed in Yugoslavia as well as resembling pretty much the recent laws established in Germany.

It would mean that Czechoslovakia lines up with the European governments that have recently openly announced governmental aid for local film industries. Czechoslovakia has for several years added local filmers in whatever way was possible, and has several times offered subsidies to foreign designers who come to the country to produce, but never before on an official program.

According to the proposed new layout all Czech filmers will now have to file with the government a full prospectus on their proposed new productions. This is to include complete production details prior to start of filming, such as: presentation of a complete, detailed and definite scenario; calculation and method of financing; name and type of studios and sound apparatus used; number of proposed working days; employment conditions; salaries of actors; whether or not foreign labor used, to what extent, and at what salaries.

UA's Porto Rico Branch

United Artists is opening a new branch and exchange in Porto Rico, Lester Sussman to handle the business there. He will work under Walter Gould, in charge of Central American countries.

Sussman is in New York getting instruction and will leave for his new post in about two weeks.

Saul Jacobs' New Post

Saul Jacobs has been installed as the Paramount representative in Guatemala. He replaces Ted Pierpont, who gets promotion.

Pierpont's new post hasn't been announced and won't be until he reports in Panama and is told about it, first, some time next week.

London, Oct. 7.
The legit onslaught is now in full swing in the West End, with 35 of the total 44 houses lighted, and the rest due for opening very shortly.

Biggest difficulty likely to be experienced is for well-known producers finding themselves with new attractions and no theatres to play them in.

Charles Cochran, who has two shows running in the West End, is planning three more for the fall. They are a new Margaret Kennedy play for Elizabeth Bergher, the German star in a new Noel Coward show for Yvonne Printemps, and Edmund G. Lewis' "Magnolia Street." He will find it difficult to get theatres to show these attractions.

Gilbert Miller is another producer with three shows, "Reunion in Vienna," starring Alfred Lunt and Lynn Fontanne, and two more plays as yet unnamed, and who will have the same difficulty. Jack Waller, with two plays, a Jack Buchanan musical and a Jack Hulbert-Cleely Court-nidge musical, is already worried about where he is going with them.

Waller is figuring on getting the Adelphi for the Buchanan show, but is figuring problematically, as Cochran's "Nymph Errant" is likely to stay till well into the spring.

Stanley Scott is another West End manager with a theatre location trouble. He has several continental shows ready to produce, one being the German musical "Happy Journey." A new show for Madeleine Carroll and another for Gladys Cooper are also being kept in abeyance for the same reason.

(Approximate Grosses Estimated Herewith. Exchange Rate \$5 to the Pound.)

Lambra - "Ballets Russes de Monte Carlo" opened as surprise smash some five weeks ago, doing \$15,000 for several months. It has now taken dive, but still yielding good profit at around \$10,000. "Will close shortly" with Shakespearean season talked of.

Aldwych - "Lilac Time," revival in German, starring Richard Tauber, only in for three weeks, and doing around \$7,500, which is just fair. Show "Hedda Gabler" is also running, "Ladies' Night," which is adaptation from old American farce, starring Sydney Howard, due in shortly.

Ambassadors - "Is Life Worth Living" not amounting to much, with grosses of \$4,000, barely covering overhead. Looks like shutters soon.

Apollo - "Distant Side" while not a smash is making coin. Show cost \$4,500, but with grosses of \$4,000, barely making 30% profit.

Comedy - "How D'You Do?" has had fairly long run, but not yet exhausted, and with takings \$5,000 is still making profit.

Gettys - "Green Fields" one of the longest innings in the West End and still in the money at \$5,000. Looks like staying.

Deloy - "If I Want" never did big business despite the Northcliffe newspapers pull, but doing nil in last few weeks with the departure of Seymour Hicks. Malcolm Keen, "Kismet" from the French, following.

Drury Lane - "Ball at the Savoy" is undergoing several closing rumors which are without foundation. Show is doing \$20,000, which is about \$2,500 profit, but not enough to pay cost of production around \$7,000.

Duchess - "Eight Bells" still grossing \$3,500, very good for this small house, with \$150 top.

Garrick - "Belle of New York" revival with cheap cast did \$3,500 per several weeks, but has dwindled to \$2,500, and still profitable. Folding Oct. 21.

Globe - "Proscenium" touching \$3,000, which means very healthy profit.

Haymarket - "Ten Minute Alibi" still in the money at \$7,000, although big drop from \$11,000, which was its opening several months.

(Continued on page 57)

U SETS HOT PACE IN U.S. REMAKES OF FOREIGNS

Universal's "Little Man-What Now?" Hans Fallada's best selling novel, was already done in the German-U.S. will make a new American version.

Universal is going in more and more for films that have already been done in European versions. Now en route is "Madame Spy" from a German film entitled "Under Two Flags." Another recent U remake from the German was "Mystery of the Night," which was recently bid for the American re-making rights to "Countess of Monte Cristo," but German filmers sold it to England.

WHAT RAVES! WHAT BUSINESS!



THE

NEW YORK
"A lulu! The audience
went into a frenzy!"
Bland Johanneson
Daily Mirror

PHILADELPHIA
"It has everything."
Philadelphia Inquirer

LOS ANGELES
"They'll need trained
subway guards, shoe-
horns and rubber walls
for the theatres that
book 'The Bowery'!"
Relman Morin
Los Angeles Record

PITTSBURGH
"One of the best screen
hits of the year!"
Kaspar Monahan
Pittsburgh Press

CHICAGO
"A picture that you'll
take to your bosom."
Clark Rodenbach
Chicago Daily News

It's a
**DARRYL F.
ZANUCK**
Production
Presented by
**JOSEPH M.
SCHENCK**



**WALLACE
BEERY**

AS CHUCK CONNORS

Gentleman Chuck
they called him!
He always remov-
ed his hat before
throwing a lady
out on her ear!



**GEORGE
RAFT**

AS STEVE BRODIE

He came of a
finer mould. His
idea of affection
was to hit his best
friend over the
head with a fire-
horn!



EVERYWHERE! A SMASH!

BOSTON

"Can be classed as one of the greatest!"

Boston Post

DETROIT

"Triumphant! Will be talked about as much as any picture presented this season!"

*Harold Hefferman
The Detroit News*

First of the big
20TH
CENTURY
PICTURES, INC.

Directed by
RAOUL WALSH

JACKIE COOPER

AS SWIPES
THE NEWSBOY

Some day he would do big things. Until then he spent his time throwing bricks through Chinese laundry windows



FAY WRAY

AS LUCY

Battered flower of a gentler age! Her first caress was a sock in the jaw!

Released thru
UNITED ARTISTS


Sizing up the New Deal..

WELL, I SEE "FOOTLIGHT PARADE" IS IN! GROSSED ABOUT 25 PERCENT OVER "GOLD DIGGERS" TH FIRST WEEK-END IN NEW YORK, THEY TELL ME.....IM FIGURIN ON JUMPIN MY SCALE AN HOLDING IT A WEEK LONGER THAN "DIGGERS."

YEA, AN BY THE TIME YOU GOT THEM SET IN YOU'LL HAVE ABOUT HALF A DOZEN MORE BACKED UP WAITIN FOR DATES. I OUGHTTA BE GIVING 'EM THIS FOOTBALL SHOW "THE COLLEGE COACH" RIGHT NOW, BUT THAT MEANS MOVING BACK THE NEW CHATTERTON AN KAY FRANCIS PICTURES.



Vitograph, Inc., Distri



THE ONLY THING THAT'S WORRYIN ME IS THAT WARNERS ARE FIRIN' SO MANY BIG SHOWS AT ME I CAN HARDLY HANDLE EM. "PARADE" IS GONNA TIE UP MY FIRST RUNS FOR 3 WEEKS ANYHOW, AN THAT MEANS I GOTTA HOLD OFF ALL THAT TIME WITH STANWYCK IN "EVER IN MY HEART," MUNI IN "THE WORLD CHANGES," AN POWELL'S "KENNEL MURDER CASE."

JIM'S THE BIG WINNER TONIGHT, ISN'T HE? BOY, HE NEEDS IT WITH THAT PRODUCT HE'S STUCK WITH! CAN YOU PICTURE ME PLAYING SHOWS LIKE "ANTHONY ADVERSE," "WONDER BAR," AND "CONVENTION CITY" RIGHT ACROSS THE STREET FROM HIS SHOOTING GALLERY? BETTER STICK TO POKER, JIM, AN GIVE UP SHOW BUSINESS, WHEN YOU GOTTA BUCK OPPOSITION LIKE THAT!

But some of the cooler heads in the indie predict that if that code authority comes out officially as Haysian there'll be plenty of money raised to fight on and on.

Here's to Exploitation!

A gold mine of angles in this glamorous production. Adolphe Menjou and Benita Hume as the best-dressed pair in Paris... flinging open the door to a dozen sure-fire angles...*now* when clothes are the topic of the day. See the press book for stunts that will make your showman's heart beat faster.



WHAT A WOMAN'S PICTURE!

Peggy's affairs were the toast of Paris... the talk of Europe. Men desired her... envious women slandered. While... within her heart... she locked the secret that would have silenced lying tongues.

The WORST WOMAN in PARIS?

BENITA HUME
ADOLPHE MENJOU

Harvey Stephens

Helen Chandler

Written and Directed by Monta Bell

Jesse L. Lasky Production



JOIN THE UPSWING WITH

EXPLOITATION

By Epes W. Sargent

'Bowery' Plugs

Kansas City.

One of the most elaborate publicity campaigns ever given a picture in this city was put over for 'Bowery', current at Loew's Midland. An outstanding angle to the campaign was the way the night clubs, dance halls, sporting arenas and others entered, around the thing. Several of the wrestlers and boxers who worked in the picture are here, appearing in bouts at the Arena, and they extended their help and put over several effective street stunts, one of which was the 'Red Devil', a masked wrestler, and Hloks, the West Coast champion, giving exhibition wrestling in front of the theatre, and awing an automobile to be driven over both men. Stunt blocked the street. A huge beer truck, properly bannered, drew its tentacles up on the streets for several days.

A roaming accordion player, with a neat card on his back with date and place of performance, brought back memories to the old timers, with 'The Bowery', 'Boom-de-ay' and others of that vintage. Another street gag which caused smiles was a midgeet with three rats, one calling attention to the 'Three Little Pigs' feature, on the bill for a return showing.

Bowery night at the la-Mor ballroom, where cash prizes and tickets to the Midland, were offered for the best impersonations of the characters in the picture. The huge ballroom was plastered with cards and pictures for the attraction and drew nice newspaper notices. A large number of night clubs gave advertising space to their bands featured Bowery music.

At the Arena, twenty-five passes, size 22 by 28 inches, were given to the first twenty-five ladies attending the wrestling show, with the 'Red Devil' featured. Hundreds of windows were given by chain stores for advertising matter and hotels and news stands also gave space for the show.

The Saturday feature stunt was a parade led by a street car, heavily bannered with 'Bowery' and 'Midland', a water cart from the city water department, a beer truck and a long flat truck carrying impersonators of the picture's leading characters, followed by the midgeet and his trained pigs. It was a wallop.

Plenty Attention

Minneapolis.

By selling newspapers the idea that theatres in a town are a business getting a bad name, the transient trade and helping the merchants, the Public circuit has obtained the best co-operation and much free newspaper publicity for its 'Victory Drive' campaign.

Drive has been put over as a 'greater fall season', with numerous tie-ups, etc. Circuit was on air broadcasting battle lines, and nights out of seven the past week. Every radio station in the territory has carried at least one major broadcast on it.

In Austin, Minn., Manager Carl Linstead lined up a 13-page newspaper section in connection with the start at his Paramount theatre. Eight-page sections were arranged in Mankato. Many towns had parades. Every employee of the circuit is working on the drive and numerous valuable exploitation suggestions have been contributed.

Grabbing the Chance

Manager who stays awake was visited by a clean-cut young chap who was selling subscriptions to a popular mag. He had a nice personality and a glib tongue. Manager not only fell for the talk, but he gave the boy a talk about a coming picture and offered him 50 singles if he tossed as a subscription inducement, the idea being that the young salesman would give him more advertising through direct contact than the passes represented. He was taking a long chance, but he figured he had to try to get good bet. Just a variant of the house-to-house canvass which has been frequently made, only in this instance he tried it to pay the girl who made the trip.

Fed Em at 'Bowery'

Rochester.

Manager Lester Pollock of Loew's Rochester started a word of mouth unique campaign, preview and bowery lunch. City officials and newspaper people were guests. Fifteen tables were placed over seats in the main auditorium so diners could see the screen. Film went on as ushers' seats as waitresses brought on the feed consisting of wieners, cold cuts, potato salad, etc., with beer and coffee.

Splashy

Warners has put out a smash campaign book in 'Flashlight' parade intended chiefly for the big houses, but capable of being scaled down to the house; appropriation of the smaller houses—if there are enough books to go around. Only trouble is that it gives the exhibitor so much material he'll have to sit up late a couple of nights to pick out what he wants to use.

One good way is to go over the book in a hurry and make note of what most quickly strikes the eye. Prospects will have to be landed on the same grab-bag-quick method. But go over the book again to pick up the loose ends.

Best sellers will be the pictorial heralds and the posters, the latter lending themselves to cutouts. It will be well to order extra heralds. There'll be a demand for them. They're flash, plus.

Drafted Tex

Portland, Ore. Texas Guinan signed up this week to put out fires. Occasion was national convention of fire chiefs going on in this burg, coinciding with Fire Prevention Week and engagement of Texas Guinan's road show at the Oriental. Chief Eddie Boatright decided Guinan must be a fire-eater and had her come on over. Fire chiefs gave the little gal a big helmet and appointed her honorary chief of all fire prevention in the U. S. 'It's a frame-up,' said Tex, 'these fire chiefs are burning me, I'm starting fires, not putting them out.'

Helped 'Bowery'

Kansas City. A sweet publicity tie-up for the picture, 'Bowery', was Bowery night for men, at the la-Mor ballroom. Cash prizes and tickets to the Midland, to see the picture, were offered for the best impersonations of

BEHIND the KEYS

State, dark since summer, temporarily opened to offer a sex film-lecture combination, 'Sins of Love', afternoons women only, evenings men only. The show, after first day allowed to show unmolested because of the educational angle. Made in Zurich, with musical score. Lease on house is held by Elan interests and show is being run by same outfit. Lonnel Wasson, manager at World, also managing the temporary run.

New York.

Warner Bros. are assigning special exploiters to the openings of 'Footlight Parade', 'Monty Python', 'Black', head of Warner theatre advertising, and Dave Weschner, assistant to Joseph Bernhard, are supervising some engagements, using planes to cover town.

In New Haven now, lumenstock will also cover Pittsburgh and Washington, while Weschner, after being at Albany, goes into Cleveland.

Bert Perkins, finishing Richmond, Va., last week, went into Baltimore Saturday (14) for a week, and then to Buffalo.

Gilbert Golden is presently covering the Syracuse engagement, while Irving Windisch is in Louisville and Glen Glenn on the first Dallas date. H. A. Kennedy, ordered by Warners from San Francisco to Salt Lake City, will also cover Denver. Sam Clark assigned to Minneapolis.

Herkimer, N. Y.

Ban on Sunday films lifted here after being in force 10 years. Under previous laws film houses could open for one show at 3 p.m. Sunday and another at 8:30 p.m. Now houses may open for continuous runs from 2:30.

ronx, N. Y.

Louis Gans, formerly manager of the Tuxedo theatre, back in the Bronx as manager of the Crescent.

Marion City, Ia.

Central States' named Milton Nichol manager of the Strand and John Ainger manager of the Palace, under city manager Tom Arthur.

Charlotte, N.

New theatres are being opened this month at Newton, Lincolnton, Asheville, and construction on a new house as Gastonia is being held up by a row with the contractor. O. C. Harlowe is owner and manager of the Newton theatre, the North Newton.

The Grand, Lincolnton, is owned and operated by R. L. J. W. and Alex. Harlowe, formerly operating a Lincolnton theatre for several years. The Asheville theatre is located

characters in the picture, and an added feature was the contest to select the local boy who most closely resembled Jackie Cooper.

A special dance program featured songs and music of the vintage of the Bowery.

Show to Salts

Doing everything possible as publicity for 'Tim No Angel', with all its resources thrown to the picture and Mae West, New York Paramount played host Wednesday night (11) to members of the Seaman's Church Institute, to screen Mae West's latest privately prior to the Broadway opening.

Around 1,200 salts of the high seas attended.

Jousting

One of the favorite stunts for a theatre which goes in for gags is a jousting contest, generally between eight boys. Not used too often, but announcement of the contest is a sure ticket seller for bad nights.

Usually four boys between 16 and 20 are matched up. Two barrels are on the stage and the first pair of contestants are put in the barrels, about four feet apart. Each is provided with a pole six feet long and heavily padded at one end. With these poles they are supposed to push the other chap over without getting pushed in turn. Winners of the first two bouts are again matched and the eventual winner meets the champion in the final bout. The other quartet in the finals. That gives seven bouts, which is plenty.

If desired to simplify the stunt, the bottom of the barrels can be knocked out to permit the contestants to do a little foot work, but in the original stunt the bottoms are retained and the boys have learned to regain their balance. Important that only pushing and no hitting be permitted.

at the new Reynolds building, erected by U. S. Senator Robert H. Reynolds and associates. The house is leased by the Craver Theatres, Inc., and will be operated by the C. L. & W. Theatres, Inc., having a chain in this city.

The Erwin-West Construction Co. granted the contract to erect a theatre at Gastonia for Jerry Simpson, replacing a recently destroyed by fire. Running into A difficulties, the contractor finally threw up the job and bids have been called for all over again.

Los Angeles.

Mike Newman, exploitation head of Columbia's exchange here, is in the Northwest, plugging 'Lady for a Day'. Dick Fritchard, p.a. at the studio, is subbing for Newman.

San Francisco.

T&D Theatres have bought the California, Santa Rosa, from Greott & Schilling. The house built the 1,800-seater 10 years ago.

House has been operated by T&D under a lease, with Robert Covington managing.

Des Moines.

Public has instituted a new set-up in Des Moines which makes L. E. Davidson, formerly of the Paramount, Marion, in city manager, and Bob Gary, former manager of the Paramount, publicity manager for both the Paramount and Des Moines. Gary's managerial duties at the Paramount will be assumed by Davidson, while Bob Allen becomes manager of the Des Moines. William Beckley goes into the Strand and Garden position formerly held by Allen.

Seattle.

Marc Bowman, former manager, Paramount, Portland here, as manager of Liberty (3-VH), succeeding Frank Coyle, to Chicago on extended visit.

Staff at the New Orpheum (Old-know), which opened Saturday, is headed by H. D. McBridge, E. Rose, assistant, Harold Sharpe, publicity, John Berg chief of service.

Pittsburgh.

Marshall Taylor named WB district manager for West Virginia theatres in the Pittsburgh territory, succeeding James G. Balmer, who resigned recently to become general manager for the new organization.

Warner has taken over Strand Parkersburg, W. Va., from Par. Deak pending for some time but okayed last week by Harry Warner upon his return to the company. Interferences in Washington, the WB two houses in Parkersburg, the other being the Smoot.

Old Doc Joe Lee Had Joyous Time Stirring Socialists Over 'Thunder'

A Record

en M. Cohen, of the Lenox theatre, Hartford, claims some sort of a record for his cashier. She talked a woman out of going to a funeral on the plea she needed a good laugh to assuage her grief. Picture was 'What Price Innocence'.

Mascot Croaked

He Jungle symbol, the Pitt football team is the Panther, for years now, school has wanted a live panther for a mascot without ever doing much about it. So Joe Feldman, advertising chief for WB

here, thought it would be a pretty good exploitation stunt to secure a 'live' panther for Pitt and present it to Jack Sutherland, coach, and his gridders at the Warner theatre in connection with the opening of 'U. S. football film, 'Guns in the Sky'.

Stunt caught on, with Pitt going big for it and appling news of coming presentation all over the front pages of its semi-weekly student publication, and whole undergraduate body promising to turn out at the theatre on eve of Pitt-Navy encounter.

Panther was sent up from a Virginia farm day ahead of schedule. He took one look at Pittsburgh in general and Pitt in particular and died two hours later.

Kingman was frantic, but picked up another panther at the last minute and had a veterinarian standing guard over it constantly until the animal was handed to Sutherland.

Grab Stunt

For a lobby gag in a theatre where gags are rather looked for, the boss put a dozen dimes into a metal wash tub and sets it on a chair on the top of carpet. Any kid who could reach a dime kept it, but if he spilled any flour on the carpet he was disqualified. Most of the kids grew excited and spilled some on the carpet, drawing the boots, so kids provided an evening's attraction for the lobby. Took about a hundred pounds of flour, but the rest was wasted as the theatre needs paste.

Around Halloween there will come the annual apple ducking contest, but that's reserved for a stage show. The crowd to the theatre on off nights. They come down to see what he's up to, and since they're right in the lobby it's easier to overcome sales resistance.

He has a string of gags, which are worked almost every Friday night, with most of them good for repeats.

Moanin' Low

Here's an effect that was rigged up for a mystery yarn in one lobby. Place was dimly lighted with green and blue lights, with old scrim from a drop curtain hung at the brightly colored walls. All of the paper was chosen to accentuate the suggestion of creepiness and the lobby seemed filled with low moanings, which gave the final touch. Most effective point was that the moans did not emanate from any particular source, but were apparently coming from all parts of the lobby.

Answer was that there were six small horns (borrowed) back of the scrim in various parts of the lobby, and the moans were relayed through a mike which was connected to each in turn. Horns were independently wired to a six-point switch. Visit to a drug store resulted in a bottle of breath he moved, but he didn't blow across. A small boy sat beside the mike and blew across the bottle neck at short intervals. As he moved, he slowly moved the switch from horn to horn, so that each horn got some of the sound, but no two were in operation at the same time. When he ran out of breath he moved the switch back to starting, took a deep inhalation and blew again.

Good not only for mystery stories, but for Halloween where a special stage observance is used.

Hosting Fraters

Joe Leo gave the opening of 'Sweetheart of Sigma Chi' at the Los Angeles a flash by reserving a room for members of the fraternity, who sponsored an entertainment dance in the ballroom below the house foyer following the show.

generally referred to because of his skill in curing sick theatres, even the space-grabbing assignment 'Thunder Over Mexico', and when the short engagement at the Rialto, N. Y., was over Doc Lee laid his tired head on a well-earned rest, but not a well-earned rest. He had fought the socialists from their own soap boxes and they were his'n.

He stated that about the only way to get space for this condensed version of a 200-reel picture was to stir up the socialists, who already were declaiming that Upton Sinclair was at best a pale pink socialist and at his worst a coin-seekling bourgeoisie trying to collect vast sums from an emasculation of Comrade Eisenstein's worthy Mexican epic.

Only once did the Old Doc's foot slip. That was at a private showing of the picture in advance of the opening. One young chap started to protest and Lee gave him the rush, winding up on the sidewalk with the remark, 'You big bun, why don't you get yourself a job.' He learned later that the chap was the son of the owner of one of the largest department stores in the country.

Before the fracas Sinclair himself got out a couple of circulars mailed to a list of sympathizers and antis alike, and Lee built this up with a trio of peppy propaganda. One, attributed to the 'Friends of Eisenstein', was frankly a gag, with Albert Doakes and Mamie Zilch as officers. This charged that the picture was trying to kill the picture because the producer was to share in the profits. All good friend were asked to rally 'round. If they came before noon it was only two-bits a rally.

A second was attributed to the International Defense Committee for the 'Friends of Eisenstein', while a third was from the Workers' Film and Photo League and the Anti-Imperialistic League of America jointly.

All three were written by Lee. The film, 'Thunder Over Mexico', performance and Lee freed a couple for not hissing loudly enough, while he also hired men to soapbox Union bugle and the reds. Bob Arnold, kindergartens. Sinclair was provided with a police escort and all packages had to be checked before entering the theatre.

And the funny part of it was that a lot of people took it all seriously and got excited even to the point of kicking in to the extent of \$1.10 for the first showing.

Swank Stuff

Seattle. Quite some social affair was made of 'Dinner at Eight' (MG) at its roadshow engagement at Metropolitan. The Olympic hotel gave a society party, the reds. Bob Arnold, at 'Eight'. Frederick & Nelson, dept. store, has a style show with full page ad, on 'Dinner at Eight'. All radio stations co-operated with the picture, the place, and the p.a. for a MGM, fixed all this, and also used 100 24-sheet stands all over this vicinity. Half the street cars carried placards advertising this one hot. Open is exploited by society reporters and loud-speaker words on how who dressed, and r-tables (local) also given some bally.

Ads for Radio Spots

Dubuque, Ia. 'The Grand' theatre is losing an opportunity to plug coming pictures at the present time. Ad space now being given over in part to tip off patrons as regards other promotions on new plays. Fans were recently told to tune in on WOC-WHO, Iowa station at Des Moines, at 11 p. m. to get a load of Mae West in 'Thunder Over Mexico'. The idea is .7 hereabouts and takes but two lines in six point to get a big idea across. Patrons usually figure the picture must be good. Open is exploited on chain program. At any rate there is a yen to see in the film what they have heard via the ether.

This Is New

ronx, N. Y. 'Charity Auction Night' is a new weekly feature at the Bronx theatre, inaugurated by Manager Murphy. Murphy solicits contributions from neighborhood merchants, who are auctioned from the stage of the theatre every Monday night. Proceeds each week are donated to a different charity. Stunt proved so successful that it was repeated. Murphy immediately set it for ten weeks.

Hollywood

Briefly rewritten extracts from 'Daily Variety,' published daily except Sundays, and holidays in Hollywood apart from the regular weekly 'Variety' News from the Daily. Los Angeles will be found in that customary department.

Should 'Emperor Jones' meet with favorable public reception, Universal likely will dust off 'Harlem,' which requires an all Negro cast.

Warners put 'Easy to Love' in work with only half of the script completed. Manny Seft bounding on head of the cast and the script.

Metro giving Jimmy Durante co-star billing with Jack Pearl in 'Meet the Baron.'

LaRue Sisters, Arleen Bancroft, and William Mercer set in the 'Nine o'Clock Revue,' which Rex Story and Rose Lee will take to the Orient for a year.

Anson Stevenson, film cutter, bankrupt for \$1,635. Assets, \$1,900, including insurance policy.

Universal hunting for new monicker for Hugh Enfield.

Earl Oxford lifted by Metro. Ralph G. Farnum handled.

Back in Hollywood is Tom White after opening the Reliable exchange in New York to handle his travel pix.

Franchot Tone handles the love spot opposite Jean Harlow in Metro's 'Living in a Big Way.'

Marvin Hatley's lyric and music-kester, 'Honolulu Baby,' set for Laurel-Hardy feature, 'Sons of the Desert.'

Lew Fields and wife, in from New York, will make their permanent home in Hollywood.

Temporarily minus a voice, Lowell Sherman is delaying work on United Artists' 'NRA featurette.'

Art Jarrett, turned by Metro. Work in 'Dancing Lady' did it.

John Farrow figuring around the title, 'Half Married,' for a yarn at Metro.

Par exercises option on Kent Taylor.

Consolidated will continue to handle Radio work under a new year contract.

Screen rights to 'The Kay,' by R. Gore Brown and J. L. Hardy, acquired by Warners.

Settlement made by M. H. Hoffman in Adele Buffington's claim for balance due on an original yarn.

Bum's Rush

Wearing their permanent and usual make-up, two hobos crashed Darrel Zanuck's 'Bowery' costume party, and enjoyed the cordiality of cars for several hours before being discovered and tossed.

William Nigh of the silent days was met 'Born Tough' for Monogram.

Favorable public reaction to Disney's 'Silly Symphonies,' has prompted Sam Goldwyn to plan production of 'Wizard of Oz' in Technicolor.

Grover Jones, William Slavens McNutt, J. P. McEvoy and Joe Mackiewicz put the word into the mouths of celebs appearing before the mike at the Chinese premiere of 'I'm No Angel.'

Ray Coffin handling publicity for A. H. Blum's Central States Theatres out of Des Moines, Ia.

Radio's 'Trigger' company at Kern Camp, San Jacinto mountains, and the Wild Birds' outfit at Sonora on locations.

George Bertholon will be associate producer on Monogram's 'The Ape.'

Jack Warner's new top spot in 'Mandala' had been offered Bebe Daniels, with Hal Wallis claiming Jack Francis anxious for the part.

Academy officials declined to comment on resignations of members of Actors' branch.

Bing Crosby's brother-manager refuses to okay Jerry's appearance in 'Alice in Wonderland' unless studio gives Crosby a week's salary and permission to do one picture outside the studio. Company balks at latter.

Jimmy Savo east to play at Public houses in Detroit, Buffalo and New York.

Screenwriter Morris Alin has sued Associate Producer Howard J. Green for \$53,700 for injuries alleged to have been received when Green's car hit him.

Gordon and Revel go east with Charles R. Rogers in November for the opening of 'Sitting Pretty.'

John Freitas has sued Columbia, Inc. L. Volch, George C. Volch and Carl Devoy for \$13,177, alleging that they took certain photo developing property from him.

Twentieth Century has handed an optional term contract to Sidney Conway.

Donald Ogden Stewart dialoging 'Living in a Big Way' for Metro.

Ethel Hill, Columbia writer, has sold an original, 'Fur Coat,' to Warners for Alline MacMahon.

Stage and screen stars, including Blossom Seeley, Benny Fields, Jack Petersman, Ed Gurney and his gang and Glengary R., will appear Oct. 22 at a bona performance for the blind at Philharmonic auditorium.

Edward T. Lowe and Martin Cohn have been given associate producer berths at Majestic.

Nick Stuart and Lucille Brown

have gone to Victoria, B. C., to appear in 'The Crimson West,' first feature in British Columbia's campaign to become a film center.

Marguerite de la Motte back in Hollywood and being offered for pictures.

The Dunes, Palm Springs winter spot, opened its season Saturday (14). Al and Lew Wertheimer continue to operate.

Harold Arlen and Ted Koehler return to New York after creating songs and score for Columbia's 'Let's Fall Love.'

Sylvia Sydney, back in town, will continue in Paramount's doghouse until Emanuel Cohen returns from the east.

William Lipman's 'Good Dame' purchased by Paramount for B. P. Schulberg.

Warners erecting new building to house 20 writers and 10 secretaries.

Eddie Larkin set as dance director at Columbia.

Adelle Buffington's 'Was His Gal' bought by Premier.

Archie Gottler megged the first four days of Columbia's 'Roadin' Through the Roses' from a wheel-chair.

Lengthy 'Women'

Although releasing domestically in 10,000 feet, Radio will probably let 'The Women' run to 15,000 in England.

Norman Foster will make his second trip in three months to Tahiti to complete work of 'Seven Lives Were Changed.'

Claude Blynn's bank account and Par salary check attached by Edna R. Schley, who claims \$4,600 agency commission.

Metro is writing in new sequences to give Max Baer and Ted Healy and his stooges parts in 'Hollywood Party.'

Kenneth McGowan, now on a week-to-week basis as associate producer at Radio, may get a term for studio.

George Toll goes from the Chinese to the Paramount Thursday (19) to direct his own band.

Nan Sutherland called back from Virginia for part in Radio's 'Trig.'

Joe Topitzky Corp. has sued the Lazarus-Vignoloff organization for \$2,500 commission on a theatre rental deal.

Sol Wurtzel will start five productions in as many weeks, with 'Sleepers East' the first. Balance are 'Strangers in the Night,' 'Heir to the Throne,' 'The Night in Hollywood,' 'Murder in Trinidad.'

Following injuries during production of 'Power and the Glory,' Fox has ordered new players in hit-parade as a method of building up cast strength.

In the past week Fox has added six new faces to its roster. They are Rosemary Ames, Jane Barnes, Ronald Edgar, and Bonita, Winni Shaw and Suzanne Kadgan.

Metro still undecided on whether to make 'Road to Rome' a farce-comedy for Gable-Harlow, or a musical for the late MacDonald-Lawrence Tibbett.

Gene Fowler requested Metro to take him off the adaptation of his novel 'The Sign of the Cross,' with Ben Hecht likely to get the spot.

Fox will contract a stock line of 20 dancers.

Frigidate after photos of picture names for holiday advertising.

'Duck Soup' Again

Marx Brothers have 'Duck Soup' for a second build-up.

Sandor Stauder, Hollywood adapting 'All Men are Enemies' for Fox.

'Frontier Marshal' delayed at Fox through the death of George Spencer Tracy goes in opposite Lillian Harvey in Fox's 'Buddy De Silva' musicker for the actress.

Henry Guttman returns from New York.

Triumph this week starts the first of a series of six action pictures. Initialer is 'Guns of Gangster'

Multicolor footage made by Donald B. McMillan for Howard Hughes in the Arcadia purchased by Arthur Jones as basis for the three-reel featurette 'Robert Newman' editing.

Bernard B. Ray out as Screen-act producer, to make six action pix for state rightsing.

On the starring spot 'Emperor Jones' at the Shrine auditorium drew an advance sale of \$40,000 to two performances.

S. Hurk returning to New York via San Francisco and Salt Lake City where he will book the Teatro Di Piccolo in condensed form for picture houses.

Mary Pickford on NBC national network in special NRA program.

Bess Streeter Oldrick's 'Miss Bishop,' purchased by Metro.

Metro and Universal settle differ-

ences over Irving Pichel, with former studio giving him for 'Viva Villa.'

Universal in Superior court to get out of its joint stock company. The trio—Lucille Lund, James Reginald Scott and Eleanor Loretta Bourgette—start at \$50 a week.

Leland Hayward in New York getting play and novel.

Peter Arno won't go to China immediately. He will remain in Hollywood, where both Fox and Paramount are dickering with him.

Walter Abel, actor, here on six-month contract, offered by Paramount without doing a picture.

Edwin Justus Mayer doing an original for B. P. Schulberg following adaptation of 'Reunion.'

George Jessel goes into the Orpheum, Frisco, week of Oct. 16, with a probable date at the Paramount, Los Angeles, later.

Old man in Japan, who was staged at the Troupers club here, opening tomorrow (Wed.). Play and beer at \$1 a head.

Columbia contracted, Edmund Lowe for three pictures.

Sidney Lanfield contracted by 20th Century.

Radio lifted its option on Katharine Hepburn for a film.

Rush of production has United Artists building a new stage.

Tom White, indie producer, to New York following death of his sales manager, Charles Henschel.

Started merely to utilize rehearsal halls, Fanchon & Marco's dramatic school now has 1,000 children enrolled.

Arthur Caesar doing a treatment and adaptation of 'Diamond Jim Brady' for Charles R. Rogers at \$1,000 a week for a four stanza serial.

Universal hands Chester Morris a contract following work in 'Kid Gloves.'

Writing Club will guest Emil Ludwig Oct. 24.

KHJ and KNX broadcast the opening of 'No Angel' at Grauman's Chinese, with the capacity house turning in \$3,500 at the wicket.

A Novelty

Boswell Sisters in Hollywood for a rest, but no picture aspirations.

Grant Whitlock returned from New York to become film editor for Edward Small's 'Joe Palooka.'

Kent Taylor's option lifted at Paramount, and actor goes into 'Scarlet Pagemaster.'

Bud Lollor of Fox West Coast heads committee to work out some degree of restriction on the use of banners in the downtown area.

The Paramount switches from its straight diet of Par pix this week when Universal's 'Saturday's Millions' comes.

Phil Goldstone uses three studios in producing his next trio of films.

'Collusion' will be made at Tiffany, 'The Rosary' at Benjett's and 'My Life' at the Elks.

Earl Hammons arrived Sunday (15) for two weeks.

Doc Cook returned from Singapore with 100,000 feet of negative made on the estate of the Sultan of Johore. Will cut into a picture, 'Paradise Hunter,' Lou Rance and Eddie Egan.

Principal Pictures distributes 'Gregory Ratoff' with a film producer in Columbia's 'Let's Fall in Love.' Played similar part in 'Once in a Lifetime,' 'What Price Hollywood?'

Arnold-Belgard and Paul Jones collabing on Paramount's 'Stairs of Sand.'

Freddie March's contract expiring next month, Paramount is rushing him into 'Death Takes a Holiday.'

Wheeler and Woolsey's 'Hips Hips Hooray' sets under way today (Tues.) at Radio with its original \$500,000 budget considerably trimmed.

LeRoy Prinz back at Paramount to stage the dances in 'Bolero.'

Irving Berlin arrived Saturday (14) to huddle with Radio.

Metro's five-year-old headache, 'Bugle Sound,' is now promised for the 1933-34 program.

Ether Ralston back in Universal's 'By Candlelight' on loan from Metro.

Julius White directing the first of Metro's new single reels, 'Goofy Movies,' Jack Cummings producing.

Irving Simmons heading for New York to arrange for the sale of 'Waffles,' indie made by Helen Mitchell (Mrs. Oliver Morosco).

James Grainger first east without stopovers.

Ernest Booth's novel, 'Stealing Through Life,' purchased by Metro.

Mike Marmorek's contract treatment of his original, 'Diamond Jim Brady,' in three weeks.

Par Out; Blank In on

Omaha Group Control

Omaha, Oct. 6.

Three largest downtown houses, Orpheum, Paramount World, as included in list of theatres that come under full Blank control now that Public has entirely withdrawn.

This means that houses will emerge from receivership and makes the trusteeship of J. W. Denman, Des Moines, a superfluity.

Strippers' Scram for

Film in 2-Loop Spots

Chicago, Oct. 16.

Two former burlesque spots go pictures, N. S. Barger and Frank Rivers taking the westside Academy for flicker to open Nov. 1. Barger operates the Star and Garter burlesque. Rivers was formerly theatre operator for Mrs. Caroline Kohl.

State-Congress on State street has given up hope of reopening as a burlesque stand due to the large amount of coin still owing the stagehands with no chance for flesh unless the LATSE bill is squared. Goes pictures shortly.

BARGAIN PRICES KILL WESTERNS

Hollywood, Oct. 16.

A tree is a tree and a tree is a rock, and they took the same to an exhibitor in any kind of a western.

Indie producers of westerns are giving this as the reason for abandoning production of dust throwing operas, contending that the exhibs in most small houses will buy the cheapest kind of

re-validated picture.

Exhib doesn't care about production value, story or importance of supporting cast or horse operas, Indies claim. Theatre man will go for any kind of western, long as it has a star of some name value, and is rented cheaply.

There is very little production of westerns by the recognized independents, Monogram being an exception. Whatever business they used to get is going to producers who make their film 80% stock shots, reissue former pics, or use cheap help on a co-operative basis.

An entire territory for some of the cheapest has been sold to state righters for \$200.

Indie Suing Metro Over

Similarity in Shorts

Supremetone Recording Studios (Eddie Whitman and Eli Goldberg) is proceeding against Metro on alleged similarity charges over the 'Infatuation' shorts which both have produced.

Principal Pictures distributes Supremetone's short and Metro makes and releases the Pete Smith briefs of the same name.

Through Louis P. Randall, for Supremetone, it is set forth that Principal showed the short at Loew's home office on May 15 and June 10, last. Metro's short was shown July 14 at the Capitol, New York. The same academic presentation is alleged, Supremetone having Senator Key Pittman (Nevada) and Prof. H. Parker Willis of Columbia taking the pro and con on infatuation.

Protecting B'mores

Detroit, Oct. 16.

Metro refused to allow 'Night Flight' to go into the Michigan while 'Dinner at Eight' is current here as a roadshow.

Didn't want opposition of the Barrymores in two houses.

'Valentine' Claim Is Up

In Highest N.Y. Court

Albany, Oct. 16.

The talking picture rights to the late Paul Armstrong's 'Alias Jimmy Valentine,' purchased by Metro-Goldwyn-Mayer in 1928 from the Paul Armstrong company, were the subject of argument in the New York State Court of Appeals last week, the Kirke-La Shelle Company appealing from adverse decisions in lower courts on its claim for half of the \$15,000 MGM paid for the crook piece.

The claim for damages against the Armstrong company and Phelan Beale is based on the assignment in 1921 of one-half interest, with the right to approve or disapprove any contracts for the play's production except motion pictures.

Half the sum paid by MGM is asked, on the grounds that the rights to audible production of the play's line were not included in the picture clause of the contract. 'Alias Jimmy Valentine' was among the earlier full-length talkers.

MG 'Studio News'

Spells Finis for Its Press Books

Hollywood, Oct. 16.

Metro's 'Studio News,' publication which made its appearance Saturday (14) will replace press sheets and books sent out on individual pictures. 'News' first printing was 10,000 copies. Edition contained ad suggestions on 'Bombshell' and 'E-King,' also selling 'Bogart.'

Front page is strictly news of the propaganda type, acquainting exchange men and theatre operators with studio activities. Stories are written along the pep line aimed to give everyone company pride.

Studio feels that the old press books have outworn their usefulness with its stereotyped suggestions for all situations. In the news sheet, it is felt that exhibitors and exchanges can use whatever material they feel will suit their particular locations.

Brandeis Goes Grind

Pix in Singer Chain

Omaha, Oct. 16.

Brandeis theatre, housing vaude, legit and road shows for 23 years, opened as straight picture house Oct. 6, as a member of the Mort Singer and Morgan Ames string.

Thoroughly renovated and equipped with latest sound apparatus, house presented double feature policy with 'Ann Vickers' and 'Melody Cruise,' first RKO product seen here in four months. Capacity business on opening night increased to overflowing two succeeding nights, but back to normal rest of week.

Mort Singer arrived in town day before opening and left day following. Partner Ames was in town supervising work week before and including opening day, but returned east with Singer. This leaves William Singer as manager.

Before leaving, Singer and Ames announced picture policy would be broken by occasional stage units.

'Shuffle Along,' first unit, came in Oct. 15 for a full week. Prices were shaved up from 35c top asked for pictures to a 55c top which is standard with the stage unit. Second stage unit, 'Strike Me Pink,' is billed week of November 10.

\$10,000,000 Loosened by

12-Banks Booms N. W.

Seattle, Oct. 16.

Theatres will profit from flood of \$10,000,000 loosened up when a dozen banks reopened a few days ago in eastern Washington towns, headed by P. W. Norwand, with RCA Victor Company of N. W. back from trip to Spokane. That town stands to profit most, as First National there was major institution affected.

Better prices for wheat, metals and other products also big factor in bright outlook for the Inland Empire region.

Assignments

Nancy Shubert, Monogram.

Arthur Tracy, Ben Alexander, Moe Mah, Janet Leff, Macklyn Fargbom, Cissy Fitzgerald, Emma Dunn, 'Mating Time,' Sallent.

Frances Hyland, adapt-dialog 'Laughing Woman,' Majestic.

Dave Silverstein, Leonard Fields, 'Dory of a Bad Woman,' Majestic.

Albert E. DeMott, adapt-dialog 'The Ape,' Monogram.

Bobby Callahan, George Givot short, Metro.

Nena Quartero, Charles Chase, Brooks Benedict, 'Lullaby,' Metro.

Jimmy Aubrey, 'Sons of the Desert,' Laurel-Hardy Road feature.

Allan Lloyd, 'Jimmy and Sally,' Fox.

Ereton Foster, Harvey Stephens, Howard Lally, 'Sleepers East,' Fox.

Steopagle-Budd Screened

Steopagle and Budd have been contracted by Educational Pictures to do six one-reel comedies at \$1,500 each.

Team will start work on their first on their return (23) to New York from a stage date, the Metropolitan, in Boston.

Let's cooperate!



Let's cooperate! says MAE WEST.

And PARAMOUNT agrees with her. So PARAMOUNT takes this opportunity to thank the exhibitors of the nation for their splendid cooperation in arranging play dates and extended playing time on MAE WEST in "I'M NO ANGEL."

PARAMOUNT also wishes to assure every exhibitor playing "I'M NO ANGEL" of its complete cooperation in servicing them with prints, accessories, publicity and advertising material. If there is something you haven't got on this picture, just sing "I Want You, I Need You" to your nearest PARAMOUNT Exchange, and you will get it.

and Now

let's talk about figures

the boys
And the figures
ures from these
answer "GREAT"!

NEW YORK

PARAMOUNT THEATRE: "I'm No Angel" smashes all attendance records in the history of house!

DETROIT

STATE THEATRE: "I'm No Angel" smashes all attendance records for last three years!

CHICAGO

ORIENTAL THEATRE: "I'm No Angel" smashes all attendance records in history of house!

KANSAS CITY

NEWMAN THEATRE: "I'm No Angel" smashes all attendance records in the last three years!

AND ALL POINTS

WEST!

if it's a **PARAMOUNT PICTURE** it's the best show in town!

INDIE THEATRE BUY RUSH

Par Creditors' Claims Filed

Unliquidated creditors' contract claims against Paramount amount to more than \$3,000,000.

Subsidiary company claims aggregate over \$4,900,000, and claims for guarantees on leases figure for \$3,515,000. That's besides \$1,800,000 or more on mortgage bond claims and almost \$600,000 on tax claims.

The future rent claims in the aggregate is handed at \$6,837,000.

Additionally bond claims on lease amount to around \$225,000.

Under contract claims are to be found picture names and firms. Chief among these are two former execs of the company, Jesse L. Lasky and Sam Katz.

The claim on behalf of Lasky is among the biggest involved, amounting to over \$282,000. It's under a personal service contract for salary and stock. Katz's claim is only slightly under, being tabbed at \$265,000 on a salary contract dated January, 1932.

Vincent Lawrence, of the Harold Lloyd Corp., Hollywood, claims salary at \$17,500, aggregately amounting to \$112,750.

Herbert L. Rothchild in connection with contract for stock purchases, \$321,000.

Quigley Publishing Co., \$367,000.

Walter Reade, \$160,500.

Frank V. Storrs, \$267,000.

(Reade and Storrs are associated, their claims arising from Par leases held by latter for Reade and Storrs' theatres in Jersey mostly.)

Tobias, in connection with licensing agreement made in July, 1930, amount apparently covers claim for 35% of distribution fees and royalties under such agreement, \$111,500.

Warner Brothers, as assignees of 65% of Tobias' royalties as per above, \$75,000.

E. V. Richards, salary contract dated July, 1929, and November, 1930, \$20,200. (Richards is presently negotiating a partnership agreement with Par on the Saenger theatres in the south.)

RCA Victor, for equipment and royalties, \$24,000.

Liberty Products Co., Ltd., Hollywood, for balance due under contract for distribution of 'Mad Parade', \$50,000.

Joseph H. Cooper, for balance selling price of one-half interest in houses in St. Joseph, Mo., \$79,000.

Technicolor Corp., \$10,000.

Louis Marcus, for balance on purchase price of Marcus' interest in Publix-Marcus theatres, Salt Lake City, \$38,750. (Marcus presently is operating the houses in Salt Lake under a new partnership arrangement with P-P.)

John Colton, on writers contract, \$5,500.

Merian C. Cooper, for balance due under contract on 'Chang' picture, \$195.

Broadway Paramount building, \$178,543,000.

(This is the largest individual claim. It's an amended claim filed by the Chemical Bank & Trust Co., as trustee. Originally it was for \$31,359,000.)

The total outstanding bonds against the property amounts to around \$8,900,000.

Merchandise contract claims, \$573,514.

Past rent due, \$223,345.

Past rent on Toledo Paramount, \$371,556.

Guaranty on Paramount land notes, \$316,668.

Electrical Research Products, Inc. (Zrpl), \$1,800,000.

A \$2,000,000 patent claim filed by General Talking Pictures (DeForest). Claim is based on alleged patent infringement and settlement of the issues involved looks to go to litigation.

Allied Owners Corp., \$23,364,000.

Originally, the Allied Owners' claim as filed by its trustees was for slightly over \$6,000,000. It's against the Brooklyn Paramount and other houses built by Allied for Par in various parts of the country.

Debtors bonds, \$25,651,000.

(These claims are as filed by trustees of same under the bond indentures.)

Bank claims, \$13,658,000.

Judgment, \$33,653.

(This judgment claim is filed on

Zirn Scores a Point

Renewed efforts of Samuel Zirn to interfere with the Paramount bankruptcy by asking ousting of present trustees, as well as removal of Henry K. Davis as referee, has resulted in granting of a motion to appeal from an order of Judge Coleman last summer, with argument on appeal set for Nov. 6.

The Circuit Court of Appeals, where case will be argued, granted leave to appeal on ousting of trustees, but declined to entertain that part of the motion which asks for substitution of Referee Davis.

This action by Zirn is independent of threats to go into the courts after tomorrow (Wednesday), last day on which he will be permitted to examine officers of Par under the bankruptcy.

100% INDIE PIC CHI SHOWCASE

Chicago, Oct. 16.

To make it easier to sell exhibits independent product the loop Garlick will open shortly as a showcase for 100% indie films. States right exchanges have for years been battling the reluctance of exhibitors to contract for indie product unless it has had a loop showing as a first run. Exhibs have claimed that unless it played the loop the public knew nothing about the picture and that as nabes exhibs they couldn't afford to spend the amount of coin necessary to advertise the picture on their own.

Indie exchange men will be belatedly carried over, figuring that the job will be worth while even if they manage only to pay off expenses. Expect to get theirs by additional sales of product.

SEXER DRAWS A SIXER AND \$1,000 FINE IN L.A.

Los Angeles, Oct. 16.

Showing of a film, 'Red Headed Baby', Leo Harris, incorporating clinical details of childbirth together with a series of loosely related clips, drew a six months' jail term and \$1,000 fine for Harry M. Miller from Judge Clement D. Nye after a mixed jury had declared the picture obscene. Film was seized while showing at a main street theatre in Los Angeles where Miller has been manager for five years.

Courtroom was converted into a theatre for an hour while the condemned film was shown to the eight women and four men who considered it unfit for public showing. Lobby displays advertising 'Baby' also were exhibited.

Footage of nudist camps, a strip poker party and artist's models were contained in the film assembly, according to Deputy City Attorney John H. Harris, who prosecuted the case. Convicted was on three separate counts and is the first of this severity in this region for over a year.

Miller is appealing on the ground that the picture is not indecent. He explained that he had exhibited the picture once before the public, the questionable scenes had since been added to the childbirth footage by the owner of the film without his knowledge. Picture was seized, he claims, on the first day of exhibition before he knew precisely what it contained.

behalf of Morris Greenberg arising out of a film suit some time ago.)

Olympia stock, \$1,875,000.

Paramount Properties, Inc., \$2,945,000.

Boston Metropolitan Building stock, \$2,500,000.

Included in this are bond claims of 1,233,000 by A-B theatres filed by trustees under the bond indentures. These are bonds on certain New England houses.

200-300 SPOTS CHANGE HANDS

Midwest in Wild Theatre Deal Scramble—Wisconsin Center of Bartering—Offers Range from Percentage to Straight Sales

LOOKING FOR LIVING

Chicago.

Mad scramble for theatres again with more buyers than sellers. Every agent, actor, press agent or former theatre division manager now wants a theatre that he can own and is satisfied with profits of \$60 to \$75 weekly. Chicago, Detroit and St. Louis daily are carrying two or three business opportunity column offering to invest money in suburban or outlying houses.

Offers range from lease propositions to outright buys. Many of the deals being written are for 15% of the gross for rent and a 50-50 arrangement on profits. In other cases where there are bonds out on the theatre the deal calls for a guarantee of interest on the bonds and 25% of the profits on a share basis. Everybody is running up and down looking for houses, lawyers, doctors, restaurateurs, film exchange men and relatives. All going into the theatre biz with an absolute scarcity of theatres.

Few of the organizations in this section of the market are going into the thing. In a bigger way are the Katz-Chattin-Feld combine, the Mort Singer group, the Balaban trust which Harry Balaban heads with 18 theatres, Jones, Linick & Schaefer, Pancho and Marco.

Some of the most successful theatrical people to go into their own theatres are Sam Fishman of RKO vaude book, vaude agent Lou Goldberger, the Courshon brothers, Jack Weiner, Ed Pierce, Will Elson, Al Solber and several exchange men who are in on theatres on the side.

Midwest Rush

Present rush for houses is causing many changes of theatre ownership in the bigger towns outside of Chicago, such as Milwaukee, Indianapolis, Toledo and Louisville. With the breaking up of the Fox-Wesco group in Wisconsin which threw about 60 theatres on the market there was a tremendous influx of independents into that state offering real money for houses that have failed and failed again. It's a case of feeling that they can do better under individual operation than circuit ownership. It's a case of having something to do and making a living for film and theatre men who were thrown out of jobs by the breaking up of large circuit operation.

It's a mad scramble with no thought given to picture or labor deals or situations. Just houses and spots. Real estate and theatre brokers are garnering their end with a split from buyer and seller.

No question that in the last month in Wisconsin, Illinois, Indiana, Michigan and Iowa there has been a turn-over of from 200 to 300 theatres with deals ranging from straight percentage to outright buys. Some of the buyers have had show experience or a taste of it, and many of them none at all. But most of it seems to be show people without connections and their relatives.

Wasserman Listens

The German novelist, Jakob Wasserman, is talking with the motion picture companies to write originals.

Unsettled conditions in Germany are said to have prompted his decision.

Booking Problems Keeping Big Minn. In Films on Reopening; \$12,000 Cost

Jensen-Von H. Reported Invading Hawaii Is.

Seattle plan building at least one theatre in Hawaii.

Theatre situation on the islands is pretty well tied up by the Consolidated Amusement Co., headquarters here, which has had everything, including product, its own way for some years.

Others have talked about entering the islands, among them Robert McNeill of Golden State.

THEATRE LABOR NRA-PROTECTED

Washington, Oct.

There are three outstanding phases of theatre labor under the code which are virtually assured for the next two years. In cities where the American Federation of Labor, through the IATSE, dominates, there will be little or no change except that the winter booth scale, and not the summer pay for which the exhibs made futile attempts, will prevail.

In its second, and for a certainty now its permanent code, the government has ruled that organized labor cannot be forced to abide by flat arbitration, nor can it, in such localities, be prohibited from striking. Whatever agreements in these respects are made can only constitute 'sides', and it is reported that exhibs and labor now have such an understanding, informally.

The collective bargaining clause is revealed responsible for this first situation, it being figured in localities where labor is organized, labor has the benefit of years of experience in setting up working conditions. Chicago incidentals are held up as one of the best illustrations in the U. S. of this phase.

IATSE Scales Prevail

In cities like New York where there is more than one union, the current IATSE scale must prevail. This means that regardless of what union or non-union help an exhibitor employs he must adopt the A. F. of L. money, at least as a minimum wage. This so far as New York is concerned, the situation concerned is now being viewed in two ways. First as the death knell to 'outlaw' unions. But second and equally important, depending upon future developments within labor itself, the strong possibility of boom-eraging at the A. F. of L. It is reasoned that, if an operator or stage hand can get the same scale he now gets only by being a member of the IATSE he can save membership dues and yet derive all monetary and hour benefits without that card as soon as the code becomes effective.

Flat arbitration and strike prohibition therefore are confined to unorganized spots. The subsequent run exhib, the little fellow who last week was viewed by some of the codists as 'out of business' as the result of labor's iron-hand and miscellaneous hardships of the formula, therefore has an opportunity of being on the ground floor with labor. While it is going to cost him some money, he has the opportunity of starting from a scratch of 40c an hour for a 40-hour week.

In the event operators, for instance, decide to organize in such spots, and it has been estimated 60% of the theatre country is so unorganized, the A. F. of L. comes in automatically and sits down at the exhibs round table. What comes out in the nature of a scale must be unanimous otherwise Gen. Johnson can name a fourth party to render a decision which will be final.

Minneapolis, 16.

An eleventh hour change of decision makes the policy of the 4,200-seat Minnesota theatre straight picture show, as originally contemplated. After being dark for two years, the deluxe house will be reopened by Publix Nov. 2 with 'I'm No Angel' as its initial attraction and a 40c top admission.

In altering his plans, John Friedl, Publix division manager, was influenced by the difficulty in obtaining sufficient outstanding stage talent to satisfy the requirements of a permanent stage policy and by the high cost which would have been attendant upon the house staging its own shows or bringing units here from Chicago. It is believed that the Minnesota will be one of the largest theatres in the United States with a straight picture policy.

Gets Cream Pix

The cream of MGM, Paramount, United Artists, Fox and Warner Brothers' pictures will be spotted into the Minnesota in an effort to cover the 'nut' which will be extremely high, even without stage shows. The Publix lease requires the company to keep the house open a minimum of six months a year and calls for a guaranteed rental sufficient to cover ground rental, taxes and insurance or an option by the lessors to take 17 1/2% of the gross receipts each week. This means that at the minimum the rental will stand Publix about \$2,000 a week, so that it will take a weekly gross of approximately \$12,000 to keep the big house in the black.

When Paramount-Publix had the Minnesota the rental and taxes amounted to more than \$5,000 a week and the 'nut' was close to \$10,000 a week. The first two years after the house opened it grossed from \$30,000 to \$45,000 weekly with pictures plus Publix units and Pancho-Marco stage shows. Then came the crash and a drop in takings to as little as \$8,000 a week. Paramount-Publix finally closed the theatre and kept it dark a year and a half before eventually abandoning it after going into receivership.

The State, which has been getting the first pick of the Publix pictures, henceforth will take the second choices and will use occasional stage shows and attractions, such as 'Circus Quint', booked for the week of Oct. 20. Its scale will remain at 40c. The 1,600-seat Century, second act Publix house at present, will go dark Nov. 2.

SWAP MORE TAXES FOR AN EXTRA SUN. SHOW

Bluefield, W. Va., Oct. 16.

Local theatres proposed increase in theatre tax here in return for permit to give one show each Sun-night to start at 9 o'clock.

The increase in tax has been passed by city council and the Sunday show is 'Circus Quint', booked for the week of Oct. 20. Its scale will remain at 40c. The 1,600-seat Century, second act Publix house at present, will go dark Nov. 2.

Incl. the Japanese

Yoshigi Kousuge, head of the Japanese film censor board, is in New York to do some first hand studying for his work. Some time today (Tuesday) he's to visit the New York censor board and sit in on a couple pictures to watch the method of handling problems here.

About the end of the week Kousuge goes on to Hollywood, where he'll do a studio work for a couple weeks before returning to his duties in Tokyo.

METRO'S WALPOLE NOVEL

Metro has closed for the film rights to 'Vanessa', novel by Hugh Walpole.

'Vanessa' by the Brits

Film Reviews

The Good Companions

(Continued from page 19)

particularly midway when a backer comes along for the stranded show groups and is finally instrumental in attaining success for all. Final sequence has Miss Matthews making the grade in London.

Cast is very British with severe accents including Edmund Gwenn, John Gielgud and Mary Glynn who give the best performances. Other musical numbers list two, which are not so hot, 'Tucky For Me' and 'Three Wishes.' They are worked in through rehearsal scenes and theatre dates of what the picture calls a 'concert party.'

Char.

THRILL HUNTER

Columbia production and release. Stars Buck Jones, Dorothy Revier featured. Geo. B. Seitz, director; Sam Nelson, asst. dir.; Harry O. Hoyt, story and dialog; Teddy Telford, camera; Glen Rominger, sound; Gene Milford, editor. Cast: Ed. Le Saint, Eddie Kane, Arthur Rankin, Frank Le Rue, Robt. Ellis, Harry Semels, Al Smith, John Ince, Willie Soars. At Loew's, New York, N. Y., one day, Oct. 8, on double bill. Running time, 55 mins.

Apparently one of the yarns produced when it was hoped that by getting off the beaten track westerns might be given more appeal. Most of the attempts produced hybrids, but this comes through for a mark-up.

Still a western, in that Buck Jones wears chaps, but not any one of the half dozen threadbare plots. Plot is a bit worn from previous usage, but not in cow compositions. It's the Munchausen type of farce with Jones telling the tall tales for no other reason than it's his curse. Result is a fast moving farcical structure helped by good acting, intelligent direction, nice background, with good photography and sound. Able entertainment that should be able to extend well beyond usual western limits.

Jones, a congenial liar, meets a picture company on location. His tall tales get him a chance. He wrecks a dozen racing cars in a track sequence and does some impossible stunt flying when they put him in the air, finally cracking his plane. He loses his job and back to the trail, but fortune favors and he comes through with flying colors. The air stuff is the thrill but there are punches straight through. Jones does good work in the lead, smooth and assured. Dorothy Revier gets more chance than most heroines in cattle screens, and the others all second these efforts to a good ensemble effect. Demonstrating that it can be done. *Chic.*

MY WOMAN

Columbia production and release, featuring Helen Twelvetrees, Victor Jory, Wallace Ford, Claire Dodd and Warren Hyman. Directed by Victor Schertzinger. Story and adaptation by Brian Marlowe. Cameraman, Benjamin Kline. Music by Victor Schertzinger. At Rialto, New York, week Oct. 14. Running time, 70 minutes.

Comics.....Helen Twelvetrees
Bradley.....Victor Jory
Chick.....Wallace Ford
Muriel.....Claire Dodd
Butler.....Warren Hyman
Pop Riley.....Raymond Brown
Miller.....Robert Cavanaugh
Agent.....Charles Leffron
McCluskey.....Ralph Frend
Cargile.....William Jeffrey
Teech.....Lester Crawford
Wabster.....Booth Howard
Studio Manager.....Edwin Stanley
Agent.....Lorin Baker
.....Harry Holman

Nice entertainment but probably short of deluxe standards. Individual towns will have to judge for themselves on the values in the cast names.

Story is the familiar pattern of the cheap song and dance man who gets a swell head when success arrives by a combination of accidental good breaks. By the end of the picture the actor (Wallace Ford) has made a complete wreck of his career and a thorough-going heel of himself. Many will be dissatisfied with the sentiment of the production, which has the wife forgive him although he is a gentlemanly radio network president, wants to marry her. That part doesn't quite make sense after the script has performed such a complete job of representing him as a low-down scoundrel, ignoramus and all-round sap.

To bring the plot stencil up to date, Columbia substituted radio for stage. This allowed the insertion of some satirical kidding of the radio industry and some hokum bits for laughs. In general the picture is okay. Public should like it in toto. Performances generally good. *Land.*

Gigolettes of Paris

Equitable production and release. Features Madge Bellamy, Natalie Moorhead, Gilbert Roland, Theo. Von Elitz. Directed by Alphonse Marlet, who also did the screen play and dialog from his original. Additional dialog by Max Planer. Henry Cruesler, Herman Schopp, camera; L. B. Tope, sound; Darby St. John, music; Tom Persons, Otto Garrett, editors. Cast includes Molly O'Day, Henry Kolker, Paul Porcasi, Albert Conti, F. Schumann-Helink. At Stanley, N. Y., one day, Oct. 5, on double bill. Running time, 55 mins.

This is the story originally set as 'Goldiggers of Paris' and renamed in courtesy to Warner's 'Diggers.' Story has none of the light-heartedness suggested by the Parisian title and might take place in a side street clip joint in New York for all the action implies. Poorly written and stiffly directed, with alternate stretches of hurried plot action and draggy bits where the director evidently felt he was getting a chance. Photography uneven—but generally fair, settings good but not brought up by the lighting. Film is either poorly developed or the light value was not constant, many scenes being hurt by a wave-light flicker.

Yarn tells how Suzanne is lured from a perfume shop by a tempter, who presently walks out on her. In revenge she and her roommate get cabaret jobs and work the cus-

tomers. She is in love with a gigolo who wins her betrayer's wife, to no definite result. He turns out to be the son of well-to-do parents, and so they get married and presumably live happily since they know all the pitfalls.

Story works to no particular suspense, never rises to dramatic interest, and gets laughs in what are supposed to be two of the big moments.

Madge Bellamy plays carefully, but under wraps, with Molly O'Day as her husky and sometimes too noisy roommate. Gilbert Roland, as the gig, has much of the hard work, with Theo. Von Elitz making the cheater thoroughly common and repellent. Natalie Moorhead walks through a bit. In most aspects below the present indie average. *Chic.*

REIFENDE JUGEND

('Matriculation Exam')
(GERMAN MADE)

Berlin, Oct. 1.

Freelich film production, handled by Hise Film, directed by Carl Freilich, book by Adolf Stemmler and Walter Supper, adapted by Carl Freilich and Max Dreyer. Featuring Heinrich George, Peter Voss, Paul Henckels, Albert Lieven, Hertha Thiele. Music by Walter Gronostay. Camera, Reimar Kuntze. Capitol release.

This picture should do more for the prestige of German film than any publicity stunt could do. Slight plot recites how a school teacher falls in love with a pupil who pressures him to a classroom of her own age.

But it takes a real human feeling for the emotions tearing at the hearts of young people and an unerring artistic instinct on the part of director and actors to lend tension to such a dramatic theme, to mould a piece of everyday life into a work of rare distinction.

Photography is excellent, with the romantic medieval brick churches and houses of Stralsund as a setting. This easily establishes a picture will not only be appreciated everywhere for its artistic merits, it will also be a relief to those who feared the worst for the present tendency of German production; it is beyond all political strife and makes no concessions whatever. Incidentally, it received the highest approbation from the German censor.

Two outstanding figures are the pillars on which the play rests: Heinrich George as Headmaster Brodersen, the captain, as they call him, and Albert Lieven his favorite scholar. This Headmaster Brodersen is a red-blooded fellow who takes life with both hands, and a man who gives his life for his benefactor of the young folk under his charge. A man of preponderant strength, bodily and spiritually. Albert Lieven as Knud Seebusch gives the role all the romance of his age, linked with refreshing manliness and straight-forwardness.

Hertha Thiele, although the girl that causes all the trouble, plays a minor part. Peter Voss has no easy job with the unpleasant role of the form-master—sympathies are on the side of the boy—but he conquers these difficulties with great tact. Paul Henckels has a role in his perfect liking as the grudging Latin teacher of the old type.

A catching song is 'We Boys of the Sea,' by Walter Gronostay. A deserved success for Carl Freilich and his collaborators, Adolf Stemmler and Walter Supper, who have united high talents in a work of art.

THAT'S A GOOD GIRL

(BRITISH MADE)

London, Oct.

British & Dominions production; released through United Artists. Directed by Jack Buchanan. In cast: Jack Buchanan, Miss Randolph, Vera Pearce and others. Length, 1,000 feet. Running time, 55 mins. Reviewed Leicester Square theatre, London, Sept. 22.

The last review of a Jack Buchanan picture commented on the fact he was star, director and part author. In this instance he is also an exhibitor. The picture is enjoying a pre-release at the Leicester Square, which is controlled by Buchanan. It is a screen version of the musical comedy of the same name in which not only the star but several of the others in the cast repeated their original roles at the Hippodrome a couple of years ago.

The story serves to bring out the woolf expression for which Buchanan is famous, and provides a series of tragic-farical situations.

Georgious Southern Continental romantic locations, with a number of laughable scenes between the star and Elsie Randolph. Of course, one expects great things from one so popular and generally speaking, one is not disappointed. Last reel is especially good.

Tale has to do with Buchanan, mistaken for a chorus man on a grand opera stage in Milan, projected into the superlunary dressing room and unwillingly forced on the stage with the others while the prima donna is singing a magnificent solo. On the face of it not very original, but it is done in a different way. It is a wow.

A typical sure-fire Buchanan picture. *Jofo.*

As the Devil Commands

Columbia production and release. Features Alan Dinehart, Mae Clark, Nell Hamilton. Directed by Roy William Neill. Keene Thomson, story; Jo Swerling, screen play; Dan Nelson, asst. dir.; Joe August, camera; Glen Rominger, sound. Cast includes Chas. Selson, Chas. Coleman, John Sheehan. At the Stanley, N. Y., one day, Oct. 5, on double bill. Running time, 70 mins.

Overstressed melodrama, implausibly motivated and slowly paced. Chiefly for patrons who are not exacting as to story appeal. Partly saved by some excellent acting and sumptuous staging, but needing more than that. Photography excellent and sound fair.

Basis is the desire of a hopeless invalid to be given an overdose of medicine to end his suffering. The hero cannot bring himself to yield to the plea, but the heavy turns the idea for his own ends, getting the old man to will all his prop-

NEIGHBOR'S WIVES

Fanchon Royer production and Syndicate release. Stars Dorothy Mackall. Features Tom Moors, Vivienne Oakland. Directed by Breezy Eason. Screen play and adaptation by Francis Nattelford. Cast: Mary Korman, Cyril Ring, Emerson Treacy, Jas. Gordon, Mabel Van Buren, Paul Wigal. At the Stanley, N. Y., one day, Oct. 4, on double bill. Running time, 50 mins.

Evidently title and play were evolved separately. The title only loosely applies, but it's the handle for a play schemed for the same class of patrons the title will attract, which is not always the case. Good product from the indie studios. Lighting is harsh and photography often is hard, while the one large set is under illuminated, but direction is excellent, with restraint shown in handling the rather impossible situation of a detective seeking to arrest his own wife for murder. This is partly motivated by his jealousy, so that passes. Film should prove slightly above average in its proper spots.

Murder really is done by the wife but to protect her husband's sister, who's been stepping out with the man who is killed and who has just robbed the girl of her employer's funds. Continuity is bumpy in a few spots because of rapid time changes without breaks, but there is a mounting interest to the finish and the audience is never left in doubt as to the situation, which is more than can be said for some of the major product.

Dorothy Mackall plays with poise as the wife and holds the sympathy, with Mary Korman coming through nicely in the ingenue part. Tom Moore does well by the young detective and Cyril Ring holds up as the heavy. Others are all competent—with a nice bit of work as a head-quartermen man not credited to any player. *Chic.*

erty to the hero instead of an equal division between himself and the boy. Objective is to make it appear that the old man was killed for his money. Hero is defended by the heavy, who's a lawyer, but so indifferently that he gets life and not a death sentence, as the heavy had hoped, so he frees the boy through the use of a confession of suicide, and then undertakes to do the killing himself. But first he tries to bump off a man who saw the act, but only mortally hurts him, with the result that the man squeals to the heroine and she rushes to the hero's relief just as he is expiring of asphyxiation arranged by the rival. Later gets his from the heroine, so it's happy days for the young couple.

In spite of generally good direction the pace is too slow, which doesn't help. *Chic.*

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Original Roxy, New York

THIS WEEK (Oct. 13)

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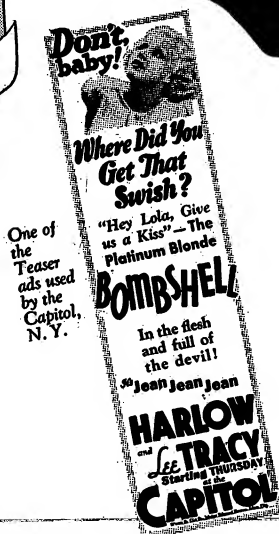
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Code By Thanksgiving

(Continued from page 6)

last week conceded that if the main enforcement body fails the code might as well be torn up; that it will be licked before it starts. But they also reminded about three Government men on the job every time the authority convenes.

writing an analysis of the Government's own writing and walking out, instead of sitting in on the revision conferences, major spokesmen see where the indies may have lost their chances for better positioning on the authority. They said that R. H. Cochrane instead of W. Ray Johnson may now represent the 'independent producers'; that Ed Kuykendall may sit for the MP-OA; and Charles O'Reilly for all other indie exhibitors. This would mean that Nat Yamin, originally reported to have been tapped, would be out.

Another Hayisite Saturday reported for a codist post is Joe Bernhard of Warners for affiliated exhibitors. The remainder of the code, plus the three Government observers without vote, would be made up chiefly of George Schaefer, M. H. Aylesworth, H. M. Warner, S. R. Kent and Nicholas M. Schenck. They conceded, however, that such a set-up was not final, and subject to change, so that the authority membership, in the final analysis, again goes back to Deputy Administrator Rosenblatt who will not commit himself. The Deputy has modified previous memberships for grievance and zoning committees, tending to give them a greater variety as to classes from which the authority may make its selections.

Delegated Authority

Anent the code authority there is also this picture in major circles. That the code authority, in the long run, will not have to work as hard as it seems right now. Appointment by it of an executive secretary who will carefully investigate all complaints and decide whether they merit the attention of the authority is given as one expedient. After case precedents are established things will be a lot easier. Files can be resorted to and,

eventually, lieutenant committees will get the swing of things, and appeals to the highest code court should be rare.

The picture concludes with the Code Authority finding the need to give Hollywood even more attention than the box office.

Code workers here have been so close to the grindstone of day and night sessions that, with the exception of Hayisites who have an eye on it from the start, the authority has been more or less of a mystery. Its powers have been added to from time to time in piece-meal fashion by the NRA until Saturday the authority had reached proportions where Rosenblatt said it can investigate anything.

Much to Be Done

As the result it dawned on codists during the past week that the Authority is more or less the code and that probably it will be quite a few months after the formula becomes effective before the industry's police and brains machine will be geared for action for many perspectives. Problems have been already dumped its way. The right to buy, which indies even in final briefs or what-nots still fail to define in workable fashion, is only one of these. The code kings will have to unsmile that Hollywood and exec over-dough matter, along with others, many of which will doubtless pop up after codism is early in its voyage.

There is no way of gauging what the authority is going to cost the industry in traveling and maintenance expenses, even though members of the board don't draw a salary, not to mention decisions. Figured on the basis of capital invested in the business majors will carry much of the financial burden. It is understood that capital, like in other industries, figures heaviest with the NRA. The indies claim they have a greater investment than the Hayisites, but they have failed to present any addition so far whereas the majors from the inception of codism told their story in big coin.

Seemingly, gradual realization of all this, plus the fact that further revised codes were getting them

nowhere except into further sleepless nights, caused the business to relax, with the exception of that portion of indies which defied the government. Even in those quarters over the week-end there was a growing conviction the code will be with the business by Thanksgiving.

The highlight in the tide change, at a time when it was beginning to look to all that flimdom would go through many revisions, came within a few hours after M. H. Aylesworth had a secret two-hour visit in the White House. This was on the same day the President went publicly on record as not approving excessive salaries. Aylesworth reported to the majors whom he represented during the conference. And the following day the big boys entrained home, some of them announcing it was their last code drafting commuting to Washington.

Thereafter the deputy announced the clause about all employers being subject to a heavy fine who were found guilty of over-paying to the point where it hurts competition.

But what constitutes over-pay? That seems largely up to the C. A. The government may yet add another clause which may throw some light on this.

RKO's N.Y. Split-Up

RKO's New York and Brooklyn territories on publicity and advertising are now split into two separate divisions under Bob Sisk.

Hal Oliver is general press rep for the Manhattan houses, while everything for the whole of Brooklyn clears through Larry Cowen.

BYRD TRIP LENSMAN

Omaha, Oct. 16.

While in Omaha last week John L. Herman received orders to trek eastward and join Byrd Antarctic Expedition as Paramount News cameraman.

Herman was in town to catch shots of Aksarben ball for midwest release, and also to film a special on the event for local Paramount theatre.

Dressler Talks

(Continued from page 2)

done for the NRA. Miss Dressler believes she was put on this earth for a purpose, hopes only that her strength will hold out until she can achieve it.

'We are all of us born with the same attributes,' Miss Dressler revealed while captured briefly by a philosophical mood, 'but all of us don't cultivate the things God gave us.' She thanks Him that she was born homely, for that forced her to develop every possibility. Now that she's older and finds her life full, rich with paths toward worthwhile endeavor, she feels almost a little sorry for beauties. They never have to exert themselves when they're young, so where are they when they're past the age of loveliness, what have they cultivated within themselves to make the rest of their life bearable, she asks. If you're homely, it keeps your soul forever young, she's found.

Wise-to Previewers

Miss Dressler makes her pictures solely for the masses. She's never made a picture for the critics, she doesn't care what isolated individuals think of her efforts. The frenzy with which Hollywood execs quote preview notices the morning after a preview-amuses-her a little. As if professional comment could stem the tide of mass public taste, or direct it! And yet, the critics must have a hard time at that. They must see so many pictures, poor souls, and all pictures, whether they're made for the masses or not, are not necessarily good pictures, Miss Dressler has discovered.

'Tavern' Late Release

Originally produced about 12 years ago, 'The Tavern' has only now become available for stock. George M. Cohan cherished the piece for a decade and revived it in 1932 for his own amusement.

Last week Samuel French paid \$25,000 advance on the stock rights and offered it for hire.

Par Will Reorganize Kincey-Wilby Circuit

There may be a reorganization of the Kincey & Wilby partnership over the largest group of Public theatres in the south under any banner, but with the circuit not in a critical condition, according to home office information, there is no great hurry about revision of the setup. Reports that Robert T. Wilby was conflicting with the home office and might swing out of the Public partnership of which he has been a part for years, to operate on his own, are generally regarded as doubtful.

Down around Im men believe Wilby, who has several theatres entirely on his own without any Par connections, had taken the Fox, Atlanta, as is key from the receivers who have been operating it at a loss for some time.

Actually, Wilby took the theatre over in his name and transferred complete control and interest to Par. Aetna Theatrical Enterprises, James Curran, Atlanta attorney, receiver, previously owned. Under receivership the house is reported to have dropped \$40,000 in 10 weeks with stage shows, going back to straight pictures after that experiment. Wilby will operate the Fox, Atlanta, for Par.

Col's 2d Musical

Columbia has a second musical for this season, 'Hello Big Boy.' 'Let's Fall in Love' is Columbia first musical.

New WB Hollywood Policy

WB Hollywood theatre on Broadway goes dark again after Sunday night's performance (22), but only for three days this time. House will be gone over and fixed up for hurrah purposes on the world premiere of 'World Changes' (Paul Muni), which opens there with a special showing Wednesday (25).

BE KIND TO THEIR EARS

or else...

IT'S twenty to one (and that's no sport's bet) the house with old type sound doesn't even begin to approach the attendance of the house down the street with a brand new High Fidelity System.

And that stands to reason. Six years ago the show business was for the eye only. When sound came in, anything was good... at first. But now, it's different. Folks come to see and hear. And they're not taking nor liking sound that's frayed at the edges.

High Fidelity Sound means new life for your house. new patronage and

new profits. Hardly a week goes by without an enthusiastic report bearing us out on this reports of exhibitors who claim that purely from a box office standpoint, their High Fidelity Equipment is the best paying investment they have.

This we pass along to you with the reminder that times are on the up and up. More recreation for workers and more money better product and new headliners all mean bigger crowds willing to stand in line to pay you money, IF you give them sound in tune with the times IF you give them



HIGH FIDELITY SOUND

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Right you are! Please have your representative get in touch with me immediately with facts and figures about a High Fidelity installation in my theatre.

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"RED" BRANAHAN

Something always happened in the old neighborhood when "Red" was out on bail!

**ADONIRAM SCHLUMPP**

Poor little rich boy and no mother to guide him . . . what a break for Aggie Appleby "Maker of Men"!

There are
Dames, Skirts, Frails,
Babyfaces, Funnyfaces,
Angel Faces, Redheads,
Blackheads, Boneheads,
Cuties, Snooties, Beauties;
**BUT YOU NEVER KNEW A
GAL LIKE**

“

AGGIE APPLEBY MAKER OF MEN”

She Took 'Em Apart—and Gave 'Em the Works!

starring

**CHARLES FARRELL
WYNNE GIBSON**

with

**WILLIAM GARGAN
ZASU PITTS**

BETTY FURNESS BLANCHE FRIDERICI
DIRECTED BY MARK SANDRICH
A PANDRO S. BERMAN PRODUCTION



**RKO
Radio
PICTURES**

MERIAN C. COOPER
Executive Producer

**THERE'LL BE A PANIC AT RADIO CITY MUSIC HALL
WHEN "AGGIE" BLOWS IN !**



CALENDAR OF CURRENT RELEASES

Pathe Studios, Culver City, Cal.
Dude Bandit. The Western story of retribution. Hoot Gibson. Dir. Geo. Melford. 65 mins. Rel. May 1. Rev. June 27.
Fighting Parson. The Hoot Gibson initiative for a revivalist. Marceline Day, Ethel Wales. Dir. Harry Frazer. 67 mins. Rel. May 22. Rev. Aug. 8.

Harold Auten 1540 Broadway, N. Y.
Companion Wanted. (Dubbed French.) Romance with music and singing. Visualizing the dream of a spirited young girl. Annabella, Jean Murat, Duvalles. Dir. Joe May. 88 mins. Rel. June 3. Rev. June 6.
Savage Gold. Commander Doyott's thrilling adventures with savage hunters. Comm. Doyott. Dir. Commander George Doyott. 67 mins. Rel. Aug. 8.
Woman in Danger. (Dubbed French.) Triangle story with new leads. Betty Stockfield, Owen Nares. Dir. Basil Dean. 72 mins. Rel. Nov. 19. 1933.

Chesterfield 1540 Broadway, N. Y.
By Appointment Only. (Invincible.) A man's man who was a woman's doctor. Lew Cody, Sally O'Neill, Allen Pringle. Dir. Frank Strayer. 66 mins. Rel. July 7.
Dance. A musical drama. Ada May. Dir. Frank Strayer. 69 mins.
I Have Lived. A girl's attempt to live down her past. Allan Dinehart, Anita Page, Allen Vincent. Dir. Rich. Thorpe. 65 mins. Rel. June 15. Rev. Sept. 12.
Man of Sentiment. How an old man holds a family together. Marian Marsh, Owen Moore, Wm. Bakewell, Christian Rub. Dir. Rich. Thorpe. 67 mins. Rel. Sept. 15.
Notorious. But Nice. Story to come. Marian Marsh, Betty Compson, Donald Dillaway. Dir. Rich. Thorpe. 97 mins. Rel. Aug. 1.

Gower at Sunset. Hollywood, Cal.
Carver's Profession. Woman lawyer saves her husband in a murder trial. Fay Wray, Gene Raymond, Dir. Eddie Buzzell. 71 mins. Rel. May 26. Rev. June 13.
rief Moment. A romance that flared and flickered in one brief, rapturous moment blazing into a great love. Carole Lombard, Gene Raymond, Monroe Owsley. Dir. David Burton. 69 mins. Rel. Sept. 8. Rev. Oct. 3.
Cocktail Hour. Girl illustrator narrowly escapes missing the right man. Bebe Daniels, Randolph Scott. Dir. Victor Sertling. 73 mins. Rel. June 5. Rev. June 6.
Dangerous Crossroads. A roaring romance of the rails. Chlo. Sale, Diane Sinclair, Jackie Searle. Dir. Lambert Hillyer. 69 mins. Rel. June 15.
Lady for a Day. It lives the lives of its characters. It breathes romance, tears, comedy and unexpected surprises. Warren William, May Robson, Guy Kibbee, Glenda Farrell. Dir. Frank Capra. 102 mins. Rel. Sept. 2.
Rusty Rides. A young Tim McCoy curbs crime at every turn with his ever-faithful police dog pal. Tim McCoy, Barbara Weeks. Dir. D. Ross Lederman. 68 mins. Rel. May 25.
lers of the Storm. The first film featuring the U. S. Border Patrol and the part played by planes. Regis Toomey, Anita Page. Dir. D. Ross Lederman. 69 mins. Rel. April 4. Rev. May 23.
Unknown Valley. A full-of-flight western drama, replete with unique situations. Buck Jones, Cecilia Parker. Dir. Lambert Hillyer. 69 mins. Rel. May 5.
What Price Innocence. Story of a girl who didn't know. Jean Parker, Willard Mack. Dir. Willard Mack. 64 mins. Rev. May 27.
Woman Stole. The swagging overlord of the oil fields. Jack Holt, Fay Wray. Dir. Irving Cummings. 69 mins. Rel. May 1. Rev. July 4.
Wrecker. The season's timeliest story, with the recent California earthquake. Jack Holt, Genevieve Tobin. Dir. Albert Rogell. 72 mins. Rel. July 10. Rev. Aug. 8.

First Division Offices: 1600 Broadway, New York, N. Y.
Releases Also Allied, Chesterfield, and Monogram.
Avenger. The district attorney seeks revenge on the gang which "framed" him to twenty years in prison. Ralph Forbes, Adrienne Ames, Claude Rains. Dir. Edgar Allan. 88 mins. Rel. May 25. Rev. May 26.
Beauty. Anna Sewall's famous book. Esther Ralston, Alexander Kirkland, Gavin Gordon, Hale Hamilton. Dir. Phil Rosen. 65 mins. Rel. July 15.
Deasan. Life, customs, morals, habits and whatnot as lived by the penguin birds on Penguin Island. Anita Page, Allen Vincent. Dir. Richard Thorpe. 72 mins. Rel. June 15.
Devil's Mate. A condemned man, on the verge of execution, is mysteriously murdered. Peggy Shannon, Preston Foster. Dir. Phil Rosen. 66 mins. Rel. Sept. 1.
Dude Bandit. A clumsy cowhand turns to the disguise of a romantic dude bandit and solves a murder. Hoot Gibson, Gloria Shea. Dir. George Melford. 65 mins. Rel. June 15.
Forgotten. A kindly Jewish immigrant, rather cast off in his old age by his sons, brings them to his senses. June Clyde, William Collier, Jr., Lee Kohlman, Natalie Moorhead, Jean Herriott, Jr. Dir. Richard Thorpe. 67 mins. Rel. May 1.
Live. The Secret. A woman on the trail of a half-million dollar mail robbery. Rex Bell, Cecilia Parker, Dir. Harry Frazer. 68 mins. Rel. Sept. 15.
I Have Lived. A Broadway stage star is faced with blackmailers on the eve of marriage to wealth. Anita Page, Allen Vincent, Alan Dinehart. Dir. R. Thorpe. 69 mins. Rel. Oct. 1.
Jungle Bride. A murder suspect is shipwrecked with his captors, in the jungles. Anita Page, Charles Starrett, Dir. Harry Hoyt and Albert Kelly. 62 mins. Rel. May 25. Rev. May 26.
Love Is Like That. A seventeen-year-old youngster gets mixed up in a couple of domestic tangles and a near murder mystery. John Warburton, Rochelle Hudson. Dir. Richard Thorpe. 65 mins. Rel. May 1. Rev. May 9.
Notorious. But Nice. Driven from the man she loves, a girl finds solace in a lawless marriage with the king of the underworld. Marian Marsh, Betty Compson, Donald Dillaway, Rochelle Hudson. Dir. Richard Thorpe. 71 mins. Rel. Oct. 15.
River Twist. The famous Charles Dickens classic. Dickie Moore, Irving Pichel, William Boyd, Alec Francis, Doris Lloyd, Barbara Kent. Dir. William Cowan. 74 mins. Rel. May 1.
Year Later. A young couple start their honeymoon on a train, and the following year find themselves on the train under different circumstances. Mary Brian, Donald Dillaway, Russell Hopton, Will and Gladys Aherne, Jackie Searle. Dir. E. Mason Hopper. 65 mins. Rel. Oct. 15.

Phantom Broadcast. A radio crooner attains phony fame when his accompanist secretly dies singing for him. Ralph Forbes, Vivienne Osborne, Pauline Garon. Dir. Phil Rosen. 71 mins. Rel. Aug. 1.
Return of Casey Jones. A young engineer surmounts his difficulties through the spiritual influence of the hero of his boyhood. Charles Starrett, Ruth Hall, Jackie Searle. 67 mins. Dir. J. P. McCarthy. Rel. July 10. Rev. July 8.
Sensation Hunters. A college girl finds herself stranded in Panama. Arline Judge, Marion Burns, Preston Foster. Dir. Charles Vidor. Rel. Sept. 15.
Shriek in the Night. A murder mystery in a spooky Park Avenue apartment house. Ginger Rogers, Lyle Talbot. Dir. Albert Ray. 67 mins. Rel. June 15.
Skyways. Adventures of a hot-tempered aviation pilot who gets into one scrape after another. Ray Wray, Kathryn Crawford, Lucien Littlefield. Dir. L. Collins. 72 mins. Rel. Sept. 15.
Sphinx. The. A deaf mute and his twin brother are implicated in a series of crimes wherein four stock brokers are murdered in the same manner. Lionel Atwill, Sheila Terry, Paul Hurst. Dir. Phil Rosen. 62 mins. Rel. July 3.
Strange People. Thirteen men and women, twelve of whom recognize each other as members of a murder jury, find themselves gathered in the house of the murdered man near midnight of a stormy night. John Darrow, Gloria Shea, Hale Hamilton. 64 mins. Rel. June 15.

Burbank, Calif.
First National Offices: 321 W. 44th St., New York, N. Y.
Bureau of Missing Persons. Comedy-drama based on the activities of this little known department. Betty Davis, Lewis Stone, Pat O'Brien, Allen Jenkins, Hugh Herbert. Dir. Roy del Ruth. 74 mins. Rel. Sept. 10. Rev. Sept. 8.
Goodbye Again. From the play. Comedy of a famous author who meets up with an old flame who is married. Warren Williams, Joan Blondell, Genevieve Tobin, Hugh Herbert. Dir. Michael Curtiz. 66 mins. Rel. Sept. 5. Rev. Sept. 5.
Heroes for Sale. Post war activities of American vets. Loretta Young. Rel. June 17. Rev. July 25.

These tabulations are compiled from information supplied by the various production companies and checked up as soon as possible after release. Listing is given when release dates are definitely set. Titles are retained for six months. Managers who receive service subsequent to that period should preserve a copy of the calendar for reference.

The running time as given here is presumably that of the projection room showings and can only approximate the actual release length in those states or communities where local or state censorship may result in deletions. Running time in the reviews as given in 'Variety' carry the actual time clocked in the theatre after passage by the New York state censorship. Pictures are reviewed only actual theatre showings.

While every effort is made to hold this list accurate, information supplied may not always be correct. Every thought effort to obtain the fullest degree of exactness 'Variety' will appreciate the co-operation of all managers who may note discrepancies.

McDonough Maybe

(Continued from page 5)

son into the limelight was said to have come about in this manner. Thompson is president of Translux and a holdover (one of the few) from the old Keith-circuit operating department which J. J. Murdoch headed. The last report was that he was more interested in a Florida trip this winter for his health, in company with Ted Lauder (Albee's son-in-law), than any job that may be available for him at RKO. But this attitude was not final on his part, it was said. It is unofficially but reliably reported that Phil Reisman will probably be retained as firm buyer for the circuit, the job he originally held at RKO until brought into theatre operation by Franklin through the departure of Herschel Stuart. Franklin goes out at the end of this week, unless the tangle isn't straightened out by that time. He has announced intentions of entering the picture production field on an independent basis. That he will pass through Radio is denied by Radio, and that he will become associated with Consolidated Laboratories (Herbert Yates) in its proposed film producing in the east, has been denied by Yates. Another report is that Franklin will produce on his own and possibly also dabble in a theatre subsidiary, but it appears Franklin's intent is to go into the picture making business in one way or another.

Reported Candidates

Among the names mentioned for the RKO theatre operating job, besides those listed above, were C. Fabian, Sam Katz, Sam Dembow, Herschel Stuart and Hiram Brown. These are in addition to many others who applied for the job directly or through a political connection.

The early rumors attendant upon Franklin's resigning favored Sam Katz for the job. The former Public head from the mentioned before as a possible RKO theatre man, but always with the reservation that he would prefer to come in as president of the company. Position of Aylesworth is deemed to make that improbable. Hiram Brown's return was brunt about in connection with reports of a financial deal between RKO and the Lehman Bros. banking house, with Brown supposedly highly regarded by the latter.

That Franklin's departure was not entirely unexpected was due to inside developments during the past few months. Principal challenge in the Palace-matter is said to have come from the Mike Meehan faction of the RKO board, while further opposition from outer quarters has been piling up all summer. The most significant move was the recent appointment of Al Roach, also from RCA, to the real estate department, an engagement in which Franklin did not participate although the realty end is officially under the theatre operator's jurisdiction.

I Loved a Woman. Based on novel by David Karsner. Story of the affairs of an industrial leader and an operatic star. Edward G. Robinson, Kay Francis, Genevieve Tobin. Dir. Alfred E. Green. 90 mins. Rel. Sept. 23. Rev. Sept. 23.
Lilly Turner. Side shows and grifters. Ruth Chatterton, Geo. Brent, Frank McHugh. Dir. Wm. A. Wellman. 56 mins. Rel. May 13. Rev. June 20.
Little Giant. The Robinson as a comedy gangster. E. G. Robinson, Mary Astor. Dir. Roy Del Ruth. 70 mins. Rel. May 20. Rev. May 30.
She Had to Say. Comedy-drama of a customer's girl. Loretta Young, Lyle Talbot, Regis Toomey, Willie T. Miller. Dir. Busby Berkeley and George Amy. 64 mins. Rel. July 15.
Wild Boys of the Road. Drama of the orphans of the depression. Frankie Darro, Dorothy Coonan, Rochelle Hudson, Ann Hovey. Dir. William A. Wellman. 66 mins. Rel. Sept. 30. Rev. Sept. 26.

Studio: Fox Hills, Hollywood, Cal.
Adorable. Original. With music. Janet Gaynor, Henry Garat. Wm. Dieterle. 88 mins. Rel. May 19. Rev. May 19.
Arizona. Broadway. James Dunn, Joan Bennett. mins. Rel. June. Rev. July 26.
Berkeley Square. From the stage play of the same title. Turn back the years time of play. Leslie Howard, Heather Angel. Dir. Frank Lloyd. 87 mins. (roadshow time). Rel. Nov. 3. Rev. Sept. 19.
Best of Enemies. The Racial conflict comedy. Buddy Rogers, Marian Nixon, Joe Cawthorne, Frank Morgan. Dir. Rian James. 72 mins. Rel. June 23. Rev. July 18.
Charlie Chan's Greatest Case. Another adventure of the Chinese sleuth. Warner Oland, Heather Angel. Dir. Hamilton MacFadden. Rel. Sept. 15.
Devil's in Love. The Harry Hervey novel. Foreign legion yarn. Victor Jory, Loretta Young, Vivienne Osborn. Dir. Wm. Dieterle. 70 mins. Rel. July 21. Rev. Aug. 1.
Doctor Bull. From the novel 'The Last Adam'. Wm. Rogers, Louise Dresser. Dir. John Ford. 76 mins. Rel. Sept. 22.
Five Cents a Glass. Love, music and beer. Marian Nixon. Rel. June 30.

F. P. 1. (British made.) Futuristic plane landing field in mid-ocean. Conrad Veidt, Jean Kent, Bill Edmond. Dir. Karl Hartl. 70 mins. Rel. July 28. Rev. Sept. 19.

Good Companions. The (British made.) From the Priestly novel of an English coast-guard. Jessie Matthews. Dir. Victor Saville. Rel. Sept. 8.

Hold Me Tight. Love in a department store. Jas. Dunn, Sally Eilers. 74 mins. Rel. May 26. Rev. May 26.

I Loved You Wednesday. Stage play of four tangled lives. Warner Eilasa Landi, Victor Jory. Dir. Henry King. 75 mins. Rel. June 20.

It's Great to Be Alive. An only man in a world of beautiful women. Raul Roulien, Gloria Stuart, Herbert Mundin. Dir. Alfred Werker. 68 mins. Rel. June 2. Rev. July 11.

Last Trail. The Zane Grey story. Geo. O'Brien, Elia. Rel. James T. 60 mins. Rel. Aug. 13. Rev. Aug. 29.

Life in the Raw. Zane Grey story. Cowboy saves girl's brother from bandit gang. Geo. O'Brien, Claire Trevor, Greta Nissen. Dir. Louis King. 62 mins. Rel. July 7.

Man Who Dared. The imaginative biography based on life of Anton Cermak. Preston Foster, Zita Johann. Dir. Hamilton MacFadden. 77 mins. Rel. July 14. Rev. Sept. 12.

My Lips Betray. Lillian Harvey's second U. S. release, but the first made. From the play by John Borden. Lillian Harvey, John Boles, El Bronde. Dir. John Blystone. Rel. Nov. 10.

My Weakness. Musical. Lillian Harvey, Lew Ayres. 71 mins. Rel. Sept. 23. Rev. Sept. 26.

Paddy the Next Best Thing. From the stage play. Janet Gaynor, Warner Baxter. Dir. Harry Lachman. 78 mins. Rel. Aug. 13. Rev. Aug. 29.

Pilgrimage. Mother love from a new angle. From the I. A. R. Wiley story. Henrietta Crossman, Heather Angel, Norman Foster, Marian Nixon. Dir. Ford. 74 mins. Rel. July 26.

Power and the Glory. The Jesse Laskey's 'narrative' of a man's career in flashbacks. Spencer Tracy, Colleen Moore. Dir. Wm. K. Howard. 87 mins. Rel. Oct. 6.

Shanghai Madness. Magazine story by F. H. Brennan. River pirates on a Chinese stream. Spencer Tracy, Fay Wray. Dir. John Blystone. 69 mins. Rel. Aug. 4. Rev. Sept. 26.

Smoky. From the novel by Will James. Victor Jory, Irene Bentley, Francis Ford. Dir. Eugene Forde. Rel. Oct. 27.

Trick for Trick. Stage play of same title. Ralph Morgan, Victor Jory, Sally Blane. Dir. Hamilton MacFadden. 68 mins. Rel. April 21. Rev. June 12.

Walls of Gold. From Kathleen Norris' novel. Sally Eilers, Norman Foster. Dir. Kenneth MacKenna. Rel. Oct. 13.

Warrior's Husband. The Stage play by Julian Thompson. An Amazon who had a head. Elissa Landi, Marjorie Rambeau, Ernest Truex, David Manners. Dir. Walter Lang. 74 mins. Rel. May 12. (Laskey production.) Rev. May 16.

Worst Woman in Paris. The Laskey production for Fox. Title is explanatory. Mary Hume, Adolphe Menjou, Helen Chandler. Dir. Monta Bell. Rel. Oct. 20.

Freuler Associates

Offices: R.K.O. Bldg., New York, N. Y.
Easy Millions. Original. Reputed millionaire loses his job, an inheritance and almost his sweetheart. Skeets Gallagher, Dorothy Burgess. Dir. Fred Noyce. 67 mins. Rel. June 20. Rev. June 20.

Kiss of Araby. Original. Sahara story of British army and RI interest. Maria Aiba, Walter Byron, Claire Windsor. Dir. Rel. April 21.

War of the Ranges. 72 mins. Rel. Sept. 22.

Majestic

Offices: RKO Bldg., Radio City, New York City
Cheating Blondes. (Equitable.) Twin sisters tangled in a murder mystery. Helma Tiedt, Raife Harode. Dir. Jos. Leveng. 66 mins. Rel. April 1. Rev. May 23.

Curtain at Eight. Story of a murder mystery by Octavus Roy Cohen. C. Aubrey Smith, Dorothy Mackall, Paul Cavanagh. Dir. E. Mason Hopper. 72 mins. Rel. Oct. 15.

Sing, Sinner. Ing. Torch singer marries a millionaire. Hyams. Ir. Howard Christy. 74 mins. Rel. Aug.

Trouble Busters. Western. Jack Hoxie, Lina Chandler. Ir. Low Collins. 65 mins. Rel. Oct. 15.

The Sin of Nora Moran. Woman is framed to shield the higher-ups. Zita Johann, Alan Dinehart, Paul Cavanagh, Joh. Miljan. Dir. Phil Goldstone. Rel. Sept. 1.

Metro

Offices: 1540 Broadway, New York, N. Y.
Another Language. Story of the in-laws from Rose Franken's stage hit. Helen Hayes, Robert Montgomery, Robert Glaser Hale. Dir. Edw. H. Griffith. 70 mins. Rel. July 23. Rev. Aug. 5.

Barbarian. The Ramon Novarro as an Egyptian guide who is really a prince. Myrna Loy, Reginald Denny. Dir. Sam Wood. 80 mins. Rel. May 12. Rev. July 15.

Beauty for Sale. Faith Baldwin's 'Beauty'. Otto Kruger, Madge Evans, Una Merkel, Alice Brady. Dir. Rich. Boleslavsky. 85 mins. Rev. Sept. 19. Rel. Sept. 1.

Broadway to Hollywood. Three generations in a stage family. Loretta Young, Madge Evans, Russell Hardy, Eddie Quilian. Willard Mack. 83 mins. Rel. Sept. 5.

Devil's Brother. The Operetta 'Tra Diavolo'. Laurel and Hardy, Dennis King, Thelma Todd, Jas. Flinkeyson. Dir. Hal Roach. 31 mins. Rel. May 15. Rev. May 15.

Dinner at Eight. From the stage play. All star cast headed by Marie Dressler and John Barrymore. Dir. Geo. Cukor. Roadshow-length-110 mins. Rel. Oct. 15.

Hell Below. The submarine heroics of the World War. Jimmy Durante, Madge Evans, Walter Huston. 105 mins. Rel. June 3. Rev. May 2.

Hold Your Man. A smart aleck crook who Jean Harlow, Clark Gable, Stuart P. Rel. June 30. Rev. July 4.

Made on Broadway. Original. Press agent power in politics and society. Loretta Young, Madge Evans, Sally Eilers, Eugene Pallette. Dir. Hal Roach. 90 mins. Rel. May 19. Rev. July 11.

Midnight Mary. Gangster story with the trial-flashback. Ricardo Cortez, Franchot Tone. Dir. Wm. Wellman. 76 mins. Rel. July 13.

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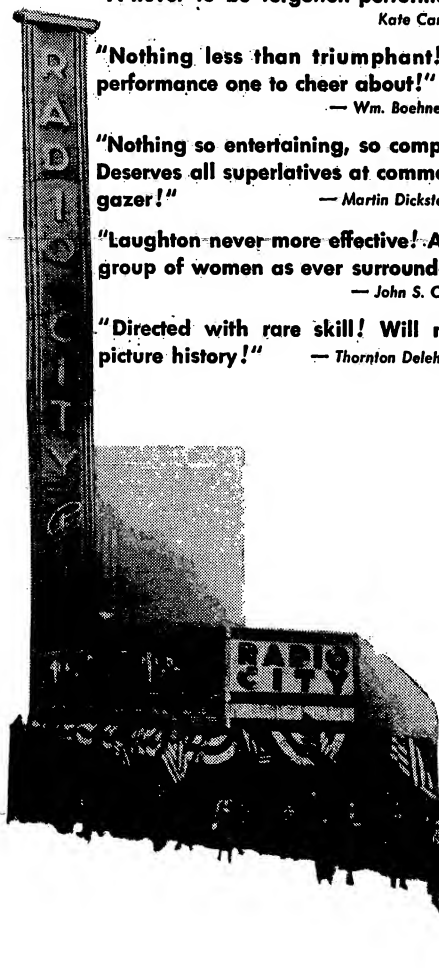
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Studio Placements

Lane Chandler, Yakima Canutt, Wally Wales, Art Mix, all former cowboy stars, "Sagebrush Trail", Lone-Star Monogram.

June Knight, Country Cruise, Universal.

Wynno Gl Fox.

Frank McGlynn, "Massacre", Warners.

James Gleason, "Hoopia", Lionel Barrymore, Alice Brady, Frank Morgan, Mary Carlisle, "It Happened One Day", Metro.

Arthur Byron, "Wild Birds", Radio.

Madge Evans, Una Merkle, Franchot Tone, Russell Hulse, Florine McKinney, "Three Indiscreet Ladies", Metro.

Harlan Thompson, Keene Thompson, scripting, "Pistol Beware", Par. Ethel Griffies, "Fog", Col.

Robert Watson, "Roaming Through Roses", short, Col.

Paul Porcasi, "Gallant Lady", 20th Cent.

John Wayne, Trail, Macao.

Arthur Hoyt, Money, Inevitable.

Phyllis Barry, Adele Thomas, Ferdinand Gottschalk, "Long Lost Father", Radio.

Gertrude Michael, "Trigger", Radio.

Arthur Byron, Willard Robertson, "Wild Birds", Radio.

Baby LeRoy, "The Heart of Alice", Par.

Ruthelma Stevens, Olive Tell, Marie Wells, "Scarlet Pageant", Par.

Gene Fowler, adapt "Timberline", Metro.

Ty Parvis, Roch.

Sidney Miller, "Hi Nelly", Warner.

Harry Bradley, untitled Educational comedy.

Billy Wayne, "Advice to the Lovelorn", 20th Century.

Harry Green, "Coming Out Party", Fox.

Herbert Mundin, "Heir to the Hoohar", Fox.

Joe Mankiewicz, adapt-dialog "Her Regiment of Lovers", Paramount.

Casey Robinson, direct "Handsome Brute", Rogers-Par.

Jean Frontia, Clark-McCullough short, Radio.

Francis Sayles, Warner.

Clarence Nordstrom, "Not Tonight, Josephine", Warner short.

Cloude King, "Long-Lost Father", Radio.

Robert Kington, "Trigger", Radio.

Arthur Byron, James Farley, "Wild Birds", Radio.

Aubrey Smith, ant, Par.

Nick Stuart, Howard Wilson, "Blondes and Redheads", Radio short.

Harry Green, "Coming Out Party", Fox.

Grant Mitchell, Gilbert Emery, Nella Walker, Jack Jenkins, "Chrystal Ball", Radio.

Herbert Bunston, Natalie Moorhead, "Long-Lost Father", Radio.

John Beck, Edwin Brady, Lillian Harner, "High Chere", "Trigger", Radio.

Mischa Auer, Leonid Snagoff, Alex Melesh, James Bush and Leonid Snagoff, "Eight Girls in a Boat", Par.

Hugh Herbert, Mary Astor, "Easy to Love", Warners.

Lilyan Tashman, "Behavior of Mrs. Crane", U.

John Darrow, "Ice Race", craft.

Betty Lawford, Lady, 20th Century.

Irene Dunne, John Boles, gares, Radio.

Edward McWade, Over Lively, Radio.

Gertrude Michael, "Death Takes a Holiday", Paramount.

William Collier, Sr., Paramount.

Helene Barley, "Trigger", Radio.

Howard Green, John Howard Lawson, teamed on script, "Success Story", Radio.

Brown Holmes, adapt-dialog, "Heat Lightning", Warners.

Mitchell Leisen, "Death Takes a Holiday", Paramount.

Otto Kruger, "Sea Lion", "Payment in Full", Metro.

The Bluettes, radio act, "Going Hollywood", Metro.

Elizabeth Allen, "Mystery of Dead Policemen", Metro.

Sam Daerwitz, direct, "Roast Beef and Movies", Metro short.

Robert Cavanaugh, "Easy to Love", Warners.

Frank McHugh, "King of Fashion", Warners.

Walter Miller, General serial.

Anita Compilo, Rudolph Galante, Enrico Alberto Ames, Jose Mojica, Spanish picture, Fox.

Rogers Imhof, "Sleepers East", Fox.

Edward Luddy, direct, "Woman's Man", Monogram.

Guinn Williams, "The Mystery Squadron", Macco.

Isabel Jewel, Irene Hervey, "Payment in Full", Metro.

Morgan Wallace, "Queen Christina", Metro.

Grace Hale, "Cat and the Fiddle", Metro.

Gilbert Wilson, "I Am Suzanne", Fox.

Betty Mack, Florence Roberts, Billy Gilbert, untitled Chase short, Roach.

CALENDAR OF CURRENT RELEASES

(Continued from page 31)

Nuisance, The. Lee Tracy as an ambulance-chasing lawyer. Madge Evans, Frank Morgan, Charles Butterworth. Dir. Jack Conway. 84 mins. R. Rev. June 2. Rev. May 30.

See of My Heart. From the famous play. Marion Davies, Leonid Stevens, Julie, Farrell Macdonald. Dir. Rouben Mamoulian. 84 mins. R. Rev. May 26. Rev. May 23.

Penthouse. Arthur Somers Roche Comopolitan serial. Warner Baxter, Myrna Loy, Mae Clark. Dir. W. S. Van Dyke. Rel. Sept. 5. Rev. Sept. 12.

Reunion in Vienna. From Sherwood's stage play. Exiled royalty returns for a last fling. John Barrymore, Diana Wynyard, Frank Morgan. Dir. Sidney Franklin. 100 mins. Rel. June 16. Rev. May 2.

Solitaire. Man, Crook story with plenty of punch. Herbert Marshall, May Robson, Elizabeth Allan, Ralph Forbes. Dir. Jack Conway. 62 mins. Rel. Sept. 26. Rev. Sept. 26.

Stage Mother. From Bradford Rogers' novel of stage life. Alice Brady, Maureen O'Sullivan, Franchot Tone, Phillips Holmes. Dir. Chas. B. Brabin. 85 mins. Rel. Sept. 23. Rev. Oct. 3.

Stranger's Return. The Phil Stong's story of the middle western farm life. Lionel Barrymore, Miriam Hopkins, Stuart Erwin, Franchot Tone. Dir. King Vidor. 88 mins. Rel. July 22. Rev. July 1.

Storm at Daybreak. Triangular story in a Serbian setting. Kay Francis, Nils Asther, Walter Huston, Phillips Holmes. Dir. Richard Boleslawsky. 78 mins. Rel. July 14. Rev. July 26.

Topcoat-Annie. From Saturday Eve Post series. Marie Dressler, Walter Hays, John Barrymore. Dir. Mervyn LeRoy. 88 mins. Rel. Aug. 4. Rev. Aug. 15.

Turn Back the Clock. Story of a man who relives his past. Lee Tracy, Mae Clark, Peggy Shannon. Dir. Edgar Selwyn. 80 mins. Rel. Aug. 26. Rev. Aug. 26.

When a Lady Cries. Based on Rachel Crothers' Broadway success. Ann Harding, Robert Montgomery, Frank Morgan. Dir. Harry Beaumont. Rel. June 23. Rev. June 27.

Studio: 6048 Sunset Blvd. Monogram Office: R. K. O. Building, Hollywood, Cal.

Avenger. The Vengeance in prison. Ralph Forbes, Adrienne Ames. Dir. Ed. Martin. 72 mins. Rel. Aug. 25.

Black Beauty. Horse story. Alex Kirkland, Esther Ralston. Phil Rosen. 70 mins. Rel. Aug. 10. Rev. Aug. 23.

Devil's Mate. The convicted murderer who did the electric chair ahead of him. Peggy Shannon, Preston Foster. Dir. Phil Rosen. 66 mins. Rel. Aug. 15. Rev. Sept. 26.

Fighting Texas. Oil country story. Rex Bell, Luana Walters. Armand D'Almeida. 70 mins. Rel. Aug. 15. Rev. Aug. 15.

Fugitive. The A. \$500,000 mail robbery. Western. Rex Bell. Parker. Dir. Harry Fraser. 64 mins. Rel. Aug. 10. Rev. Sept. 2.

Gallant Fool. The one ring circus in the cattle country. Bob Letta Duncan. Dir. R. N. Bradbury. 66 mins. Rel. July 14.

Gallop and Ride. Western story. Bob Steele. Dir. R. N. Bradbury. 64 mins. Rel. Sept. 1.

Phantom Broadcast. The radio crooner who sings by proxy. Ralph Forbes, Vivienne Osborne. Dir. Phil Rosen. 72 mins. Rel. July 9. Rev. Aug. 1.

Rainbow Ranch. Adventures of the well-known champion of the Pacific fleet. Bell, Cecilia Parker. Dir. Harry Fraser. 59 mins. Rel. Aug. 25.

Rangers Code. Texas cattle ranger story. Bob Steele. Dir. R. N. Bradbury. 66 mins. Rel. Sept. 16. Rev. Sept. 26.

Return of Casey Jones. The railroad story. Chas. Starrett, Ruth Hall. Ir. J. Curtis. 62 mins. Rel. July 23.

Sensation Hunters. Society high life. Arline Judge, Chas. Vidor. 76 mins. Rel. Sept. 20.

Skyway. Aviation pilot's ship-to-shore line. Ray Walker, Kathryn Crawford. Dir. Victor Colla. 72 mins. Rel. Aug. 22.

Spinners. The murder mystery with a neat twist. Lionel Atwill, Sheila Tracy. Dir. Phil Rosen. 63 mins. Rel. June 1. Rev. July 11.

Sweetheart of Sigma Chi. College musical. Mary Carlisle, Buster Crabbe. Dir. Ed. Martin. 89 mins. Rel. Oct. 1.

Trailing North. The cowboy rancher far from home, but gets his man. Bob Steele, Doris Hill. Dir. J. P. McCarthy. 55 mins. Rev. June 6.

Studio: 5851 Marathon St. Paramount Office: 1501 Broadway, Hollywood, Calif. New York, N. Y.

Big Executive. Story of big business from Alice Duer Miller's story. Ricardo Cortez, Elizabeth Taylor, Sharon Lynn. Dir. Earl C. Kenton. 70 mins. Rel. Aug. 13. Rev. Oct. 3.

College Humor. Comedy. Bing Crosby, Jack Oakie, Rich. Arlen, Mary Carlisle, Burns and Allen. Dir. Wesley Ruggles. 62 mins. Rel. June 30.

Disgraced. Story of betrayed love. Helen Twelvetrees, Bruce Cabot. Dir. E. B. Sells. 72 mins. Rel. July 7.

Eagle and the Hawk. The story of the Royal Flying Squadron in the World War. Frederic March, Jack Oakie, Carl Ray, Carole Lombard. Dir. Stuart Walker. 74 mins. Rel. May 13. Rev. May 12.

Gambler Ship. Exploratory title. Cary Grant, Benita Hume. Dir. Louis Gasnier. 63 min. Max Martin. Rel. June 23. Rev. July 18.

Girl in 419. The mysterious beauty in a hospital drama. Jas. Dunn, Gloria Stuart, David Manners. Dir. George Somnes, Alexander Hall. 65 mins. Rel. May 26. Rev. May 26.

Golden Harvest. Story of the middlewestern farms and Chicago wheat pit. Rich. Arlen, Chester Morris, Genevieve Tobin. Dir. Ralph Murphy. 71 mins. Rel. Oct. 22.

Hell and High Water. Waterfront story with a U. S. Navy background. Richard Widmark, Edith Allen, Chas. Grapewin, Sir Guy Standing. Dir. Grover Jones and Wm. Slavens McNutt. Rel. Oct. 27.

Her Bodyguard. A musical comedy star and her hired sleuth. Wynne Gibson, George E. Stone, Johnny Hines, Marjorie White. Dir. Wm. Beaudine. Rel. July 21. Rev. Aug. 6.

I Love That Man. (Rogers production.) Romantic drama. Edmund Lowe, Nancy Carroll. Dir. Harry Joe Brown. 74 mins. Rel. June 9. Rev. July 11.

I'm No Angel. Mae West original. Mae West in tights as a lion tamer. Cary Grant, Edw. Arnold, Hal Roach. Dir. Wesley Ruggles. 87 mins. Rel. Oct. 13.

International House. Farce comedy. Peggy Hopkins Joyce, W. C. Fields, Rudy Vallee, Stuart Erwin, Sari Maritza, Bruce and Allen, Cab Calloway. Dir. Eddie Sutherland. 68 mins. Rel. June 2. Rev. May 30.

Jennie Gerhardt. From the Theo. Dreiser story. Sylvia Sydney, Donald Cook, Mary Astor. Dir. Marion Gering. 65 mins. Rel. June 16. Rev. June 13.

Mama Loves Papa. Trials of a henpecked. Chas. Ruggles, Mary Boland, Lilyan Tashman, Walter Catlett. Dir. Norman MacLeod. Rel. July 14. Rev. July 26.

Man of the Forest. Western. Harry Carey, Dir. Henry Hathaway. Rel. July 14.

Midnight Club. The London jewel thieves. Geo. Raft, Olive Brook, Guy Standing, Allison Skipworth. Dir. Geo. Somnes and Alex Hall. Rel. July 14.

One Sunday Afternoon. From the stage play. Lovers in a small town. Gary Cooper, Fay Wray, Niel Hamilton, Frances Fuller. Dir. Louis D. Lighton. 68 mins. Rel. Sept. 1. Rev. Sept. 5.

Song of Songs. From Suderman's story and Sheldon's play. Marlene Dietrich, John D. Aherne, Lionel Atwill. Dir. Rouben Mamoulian. 70 mins. Rev. July 26.

Story of Temple Drake. The From Wm. Faulkner's "Sanctuary." The story of an oversexed girl. Brian Hopkins, Jack La Rue, Wm. Collier, Jr. Dir. Stephen Roberts. 68 mins. Rel. May 12. Rev. May 8.

Sunset Pass. Zane Grey western. Tom Keene, Randolph Scott, Kathleen Burke. Dir. Henry Hathaway. 46 mins. Rel. May 26.

This Day and Age. Revolt of the children against politics and gangsters. Otto Kruger, Edw. Arnold, Judith Allen. Dir. Cecil de Mille. 82 mins. Rel. Aug. 25. Rev. Aug. 23.

Three Corners Moon. From the stage play. Domestic problems of a mildly insane family. Claudette Colbert, Rich. Arlen, Mary Boland. Dir. E. B. Sells. 72 mins. Rel. Aug. 15.

Ullie and Gus. Keeper of a Chinese resort and her brother, an Alaskan had man come back home to claim their inheritance, a battered ferry boat. W. C. Fields and Allison Skipworth handle the comedy with plenty of oomph. Dir. Frank Martin. 67 mins. Rel. Oct. 13.

Too Much Harmony. Usual backstage story. Bing Crosby, Jack Oakie, Skeets Gallagher, Harry Green, Ned Sparks, Judith Allen. Dir. Eddie Sutherland. 70 mins. Rel. Sept. 15.

Way to the Chevalier. Incoherent and romance with a French carnival troupe. Ann Dvorak, Ed. Everett Horton, Minna Gombell. Dir. Norman Taurog. 83 mins. Rel. Oct. 20.

Principal

1270 Sixth Ave., New York, N. Y.

Tarzan the Fearless. (Principal.) Feature and eight subsequent two-part chapters. Buster Crabbe, Jacqueline Wells. Dir. Robt. Hill. 60 mins. for features. Rel. July 19. Rev. Aug. 15.

Thunder over Mexico. Eisenstein's Mexican made picture over which there has been much controversy. All native cast. 60 mins. Rel. Sept. Rev. Sept. 26.

Studio: Hollywood, Calif.

R.K.O. Radio

Office: R.K.O. Bldg., Radio City, N.Y.C.

Ann Vickers. The Sholair Lewis novel. Irene Dunne, Walter Huston, Conrad Nagel. Dir. John Cromwell. 75 mins. Rel. Sept. 22. Rev. Oct. 3.

Blaine. The. A small town barber becomes a big time gambler and crime boss. Fay Wray, Phillips Holmes, John Bond. Dir. George Archainbaud. 72 mins. Rel. June 18. Rev. Aug. 5.

Cross Fire. Action western. Tom Keene, Betty Furness, Dir. Otto Brower. 65 mins. Rel. June 30.

Deluge. The. A mad story of the world after the second deluge. Peggy Shannon, Edw. Arnold, Sidney Blackmer, Matt Moore. Dir. Felix E. Felst. Rel. Sept. 15.

Diplomaniacs. The. Wheeler and Woolsey are sent by an Indian tribe to bring peace to the Geneva Conference. Dir. Wm. Selter. 89 mins. Rel. May Rev. May 2.

Double Harness. A girl who got her man. Ann Harding, William Powell. Dir. John Cromwell. 70 mins. Rev. July 25.

Emergency Call. Exposing racketeering in city hospitals. Bill Boyd, Wynne Gibson, William Gargan. Dir. Edward Cahn. 61 mins. Rel. May 19.

Flying Devils. Triangle in a flying circus. Arline Judge, Bruce Cabot, Russell Birdwell. 60 mins. Rel. Aug. 14. Rev. Aug. 23.

Little Women. Talker version of the Louisa Alcott story. Katherine Hepburn, Joan Bennett, Paul Lukas, Frances Dee, Jean Parker, Edna Mae Oliver. 70 mins. Rel. Aug. 13. Rev. Aug. 22.

Melody Cruise. Musical novelty which takes place on a world cruise. Charlie Ruggles, Phil Harris, Greta Nissen, Helen Mack. Dir. Mark Sandrich. 76 mins. Rel. June 23.

Midshipman Jack. Annapolis story. rube Cabot, Frank Albertson, Lake, Betty Furness. Dir. Christy Cabanne. Rel. Sept. 29.

Morning Glory. Backstage story of a country girl's rise and fall. Katherine Hepburn, Doug. Fairbanks, Jr., Adolphe Menjou, Mary Duncan. Dir. Lowell Sherman. 70 mins. Rel. Aug. 13. Rev. Aug. 22.

No Marriage Ties. From an unproduced play. Satire on advertising agencies. Richard Dix, Elizabeth Allen. Dir. J. Walter Ruben. 76 mins. Rel. Aug. 11. Rev. Aug. 8.

One Man's Journey. Country doctor achieves fame. Lionel Barrymore, Robson, Joel McCrea. Dir. John Robertson. 72 mins. Rel. Sept. Rev. Sept. 5.

Professional Sweetheart. The story of a radio singer who is forced to live up to her publicized angelic character when her greatest desire is to be naughty-naughty. Ginger Rogers, Norman Foster, Gregory Ratoff, Zasu Pitts. Dir. William A. Selter. 73 mins. Rel. June 9. Rev. July 18.

Rafter Romance. Story of Greenwich Village. Ginger Rogers, Norman Foster, Douglas, Sidney Lumsden, Hope Crews, Robt. Benchley. Ir. Wm. Selter. 75 mins. Rel. Sept. 1.

Silver Cord. The. Mother love carried to excess. Irene Dunne, Laura Hope Crews, Joel McCrea, Frances Dee. Dir. John Cromwell. 76 mins. Rel. Aug. 13. Rev. Aug. 22.

Son of the Border. Action western. Tom Keene, Julie Haydon, Chaney, Dir. Lloyd Nauder. 56 mins. Rel. May 5.

Tomorrow at Seven. Novel murder mystery. Chester Morris, born, Frank McHugh. Dir. Ray Enright. 62 mins. Rel. July 4.

United Artists

Office: 729 Seventh Ave., New York, N. Y.

Bitter Sweet. (British made). Noel Coward's operetta. Romance of wealthy English beauty who elopes to Vienna with her music teacher. Ann Nagle, Fernand Gravy. Dir. Herbert Wilcox. 93 mins. Rel. Sept. 22. Rev. Aug. 23.

Bowery. The. The rivalry between Chuck Connors and Steve Brodie, famous Brooklyn Bridge jumper. Wallace Beery, George Raft, Jackie Cooper, Fay Wray. Dir. Roaul Walsh. Rel. Sept. 29.

Broadway Through a Keyhole. Walter Winchell's story of Broadway. stanced. Cummings, Russ Columbo, Paul Kelly. Dir. Lowell Sher. Rel. Oct. 12.

Emperor Jones. Eugene O'Neill's famous drama of a Pullman porter who becomes ruler of a West Indian island. Paul Robeson, Dudley Digges. Dir. Roy Delmar. Rel. Sept. 19.

I Cover the Waterfront. Adaptation of Max Miller's best seller about his exploits in the San Diego harbor. Claudette Colbert, Ben Lyon and Ernest Truemp. Dir. James Cruze. 70 mins. Rel. May 12. Rev. May 23.

Masked Ball. From John Ford's novel. Boothby adaptation of Katherine Cecil Thurston's novel. Cousins of identical appearance change places with intriguing political and romantic results. Ronald Colman, Elissa Landi. Dir. Richard Wallace. 75 mins. Rel. Aug. 13. Rev. Sept. 6.

Samaritan. Legend of the desert. Native cast. Native cast. Ir. Ward Wing. 60 mins. Rel. June 23. Rev. July 4.

Yes, Mr. Brown. (British made). Farce comedy with music, laid in Vienna. Jack Buchanan, Margot Grahame and Elsie Randolph. Dir. Jack Buchanan. 68 mins. Rel. May.

Studio: Universal City, Calif. Office: 730 Fifth Ave., New York, N. Y.

Don't Bet on Love. Comedy-drama. Lew Ayres, Ginger Rogers. Dir. Murray Anderson. 82 mins. Rel. July 13. Rev. Aug. 1.

Fiddler's Buckwheat. Western. Ken Maynard. Dir. Ken Maynard. Rel. July 26.

Her First Mate. Comedy. Summerville-Pitts. Dir. Wm. Wyler. Rel. Aug. 4. Rev. Sept. 5.

King of the Arena. Ken Maynard in a circus story. Lucille Brown, Robt. Kortman. Rereels. Rel. June 18.

King of Jazz. The. Reunion with Paul Whiteman. John Boles. Dir. Murray Anderson. 9 reels. Rel. June 1.

Kiss Before the Mirror. The. Powerful drama of human emotions. Nancy Carroll, Paul Lukas, Frank Morgan, Gloria Stuart. Dir. Jas. Whale. 87 mins. Rel. May 10.

Moonlight and Pretzels. Musical. Mary Brian, Roger Pryor, Leo Carrillo. Dir. Brice-Freund. Rel. July 27. Rev. Aug. 23.

Rebel. The. (German made.) Napoleonic story in the Austrian Tyrol. Vilma Banky, Luis Trenker, Victor Varoom. Dir. Luis Trenker, Edwin Knopf. Rel. June 1.

Secret of the Blue Room. Mystery drama. Lionel Atwill, Paul Lukas, Gloria Stuart. Dir. Kurt Neumann. 61 mins. Rel. July 20. Rev. Sept. 19.

S.O.S. Iceberg. An Arctic expedition is stranded in Greenland. Rod LaRocke, Gilbert Gowland, Leona Ridenstahl. Dir. Tay Garnett. 117 mins. (road-show). Rev. Sept. 26.

Warner Brothers

Office: 321 W. 44th St., New York, N. Y.

Baby Face. The story of a hard-boiled girl who reached the top. Barbara Stanwyck, George Brent. Dir. Alfred E. Green. 71 mins. Rel. July 1. Rev. June 27.

Captured! Behind the scenes in a German prison. Leslie Howard, Douglas Fairbanks, Jr., Paul Lukas, Margaret Lindsay. Ir. Roy del Ruth. 72 mins. Rel. Aug. 19. Rev. Aug. 22.

Footlight Parade. Gaby musical with backstage locale. James Cagney, Joan Blondell, Ruby Keeler, Dick Powell. Dir. Lloyd Bacon. Dances by Busby Berkeley. Rel. Oct. 7.

Goldwyn Musical. New version of Avery Hopwood's stageplay done as a super-musical. Warren Williams, Joan Blondell. Dir. Mervyn LeRoy. 94 mins. Rel. May 27. Rev. June 13.

Life of Jimmy Dolan. The. From a recent novel. Prizefighter finds regeneration. Jimmy Dolan, George E. Stone, Loretta Young, Ione McMahon, Guy Kibbe. 83 mins. Rel. June 2. Rev. June 20.

Mary Stevens, M.D. Story of a woman doctor. Kay Francis, Lyte, Glenda Farrell. Dir. Lloyd Bacon. 71 mins. Rel. July 22. Rev. Aug. 1.

Mayor of Hell. The. From Iselin Auster's drama. Reform school background. Jas. Cagney, Madge Evans, Frankie Darrow. Dir. Archie Mayo. 90 mins. Rel. June 24. Rev. July 4.

Narrow Corner. The. From the story by W. Somerset Maugham. South Sea locale. Doug. Fairbanks, Jr., Patricia Ellis, Ralph Bellamy, Judy Digges. Dir. Alfred E. Green. 67 mins. Rel. July 8. Rev. July 15.

Private Detective 62. From a fiction story. William Powell, Margaret Lindsay. Dir. Alfred E. Green. 71 mins. Rel. July 15. Rev. July 22.

Silk Express. The. Mystery drama of silk shipments. Niel Hamilton, Jenkins, Dudley Digges. 61 mins. Rel. June 10. Rev. June 27.

The Man from Monterey. Western drama. John Wayne, Ruth Hall. Dir. Mack-V. Wright. 66 mins. Rel. July 22. Rev. Aug. 22.

Voltaire. Life. France's celebrated wit and philosopher. George Arliss, Doris Kenyon, Margaret Lindsay. Dir. John Adolf. 72 mins. Rel. Aug. 5. Rev. Aug. 22.

Working Man. The. Original. Romance in the shoe business. Geo. Arliss, Bette Davis. Dir. John Adolf. 77 mins. Rel. May 6. Rev. April 25.

World Wide

Office: 1501 Broadway, New York, N.

Lone Avenger. The. Original. Ken Maynard western. Muriel Alan James. 61 mins. Rel. May 14. Rev. July 4.

Study in Scarlet. A. Sherlock Holmes story. Reginald Owen, Gene Clyde, Anna May Wong. Dir. Edw. L. Martin. 73 mins. Rel. May 14. Rev. June 6.

Miscellaneous Releases

Big Chance, The. (Eagle.) Prizefighter-socialist story. John Darrow, Merna Kennedy. Dir. Al Herman. 63 mins. Rev. Sept. 5.

Big Drive, The. Authentic war pictures from records of eight governments. 51 mins. Rel. Jan. 19. Rev. Dec. 27.

Cougar. (Sidney Snow.) Big Bruce captures mountain lions with bare hands. 70 mins. Rel. May 30.

Faithful Heart, The. (Helber.) British made. Romantic story of a faithful love. British cast. 65 mins. Rev. Aug. 22.

Hell's Holiday. (Superb.) Compilation of war scenes. 90 mins. Rev. July 18.

His Private Secretary. Girl converts her father-in-law to approval of his son's marriage. (Warner.) Dir. Phil H. Whitman. 63 mins. Rel. June 10. Rev. Aug. 8.

Important Witness, The. (Tower.) Story with a gangster touch, but mostly done in a long distance bus. Noel Francis, Donald Dillaway. Dir. Sam Newfield. 63 mins. Rev. Sept. 19.

Laughing at Life. (Mascot.) Story of a gun-running adventurer. Victor McLaglen, Conchita Montenegro, Ruth Hall. Dir. Ford Beebe. 71 mins. Rev. July 18.

Broadway. (Broadway-Hollywood.) A day in the life of a B-way columnist with Ed Sullivan taking the camera around. Big cast names in for a moment to oblige the columnist. Dir. Johnnie Walker. 59 mins. Rel. Sept. 19.

Light and Day. (Gaumont-British.) Farce comedy of a thief chase in a wax museum. Jack Hurlbut, Cicely Courtneidge. 76 mins. Rev. May 30.

Police Call. (Showmen.) Ring story with an adventure angle. Nick Stuart, Merna Kennedy. Dir. Phil Whitman. 63 mins. Rel. Aug. Rev. Aug. 29.

Jeepers Night. (Rivier.) Mystery story on farcical lines. Polly Walker, Stanley Lupino. Dir. Thos. Bentley. 53 mins. Rel. July 21. Rev. July 25.

Taming of the Jungle. (Univisble.) Animal training methods. Rev. June 6.

What Price Decency. (Equitable.) From a stage play. Jungle background for story of a girl's fight with a hooker. Dorothy Burgess, Alan Hale. Dir. Arthur Gregor. 60 mins. Rev. Mar. 7.

Foreign Language Films

the slow movement of foreign films, this list covers one (Most of these available with English titles.)

Barbarian. the Taenzner von Sansucht. (Capital) (Ger.). Musical comedy. Lil Dagover, Otto Gebuhr. Dir. Carl Froelich. 83 mins. Rel. Nov. 20.

Berlin-Alexanderplatz. (Ger) (Capital). Strong crime drama. Heinrich George, Maria Bard. Dir. Phil Jutzl. 90 mins. Rel. May 1. Rev. May 16.

Inq Gentlemen Maudit. (Prorex) (French). Mystery drama. Rene Lefevre, Harry Bair. Dir. Fritz Lang. 73 mins. Rel. Jan. 24.

Das Nachtkind. (Capital) (Ger.). Love in Hawaii. Dir. Leo Lasky. 80 mins. Rel. Jan. 15. Rev. Jan. 31.

Das Schone Abenteuer. (German) (Prorex). Romantic comedy. Kaethe von Nagy, Ed Schall. 83 mins. Rel. Dec. 1. Rev. Dec. 15.

Der Brave Sueder. (Ger) (European). Past comedy. Max Fallenberg. Dir. Fritz Kortner. 90 mins. Rel. April 1. Rev. April 4.

Der Hauptmann von Koenigsberg. (Kinematrade) (Ger.). Comedy. Max Adalbert. Dir. Richard Oswald. 96 mins. Rel. Jan. 15. Rev. Jan. 24.

Der Schwarze Hussar. (Prorex) (Ger.). Costume romance. Conrad Veidt. Dir. Gerhard Lamprecht. 75 mins. Rel. Jan. 15. Rev. Jan. 24.

Das Noches. (Hoffberg) (Spanish). Musical. Conchita Montenegro. Dir. Carlos Borcosque. 65 mins. Rel. May 1.

Donna d'una Notte. (Portale) (Italian). Court adventure. Francesca Bertini. Dir. Marcel L'Herbier. 85 mins. Rel. March 1. Rev. March 14.

rei Tappe. (Globe) (Capital). Fast German farce with all-star cast. Dir. Carl Boese. 80 mins. Rel. May 1. Rev. May 23.

runder und Druher. (Ger) (Germania). Musical comedy. Dir. Max Neufeld. 85 mins. Rel. Dec. 15. Rev. Dec. 20.

ine Nacht in Berlin. (Capital). Farce. Harry Liedke. Dir. Joe May. 85 mins. Rel. Dec. 15. Rev. Dec. 20.

ine Liebesnacht. (German) (Capital). Farce. Harry Liedke. Dir. Joe May. 85 mins. Rel. Dec. 15. Rev. Dec. 20.

ine Nacht in Paradise. (Kinematrade) (Ger.). Musical comedy. Anny Ondra. 90 mins. Rel. Feb. 1. Rev. Feb. 28.

ine Tuer geht Auf. (Prorex) (Ger.). Mystery thriller. Dir. Alfred Zeisler. 68 mins. Rel. Feb. 1. Rev. Feb. 7.

Faise Uniform. (Rus) (Amkino). Dir. Lopashinski. 68 mins. Rel. Nov. 18. Rev. Nov. 23.

Frau Von Der Man Spricht. (German) (General). Mady Christians. Melo-drama. Dir. Viktor Jansen. 75 mins. Rel. April 15. Rev. May 2.

Friederich. (Kinematrade) (Ger). Dramatic opera based on Goethe's life. Mady Christians. Dir. Viktor Jansen. 75 mins. Rel. April 15. Rev. May 2.

Gefahren Der Liebe. (German) (Madson). Sex drama. Tony Van Eyck. Dir. Eugen Thiele. 65 mins. Rel. May 1. Rev. May 2.

Ioria. (German) (New Era). Transatlantic aviation drama. Gustav Froehlich, Brigitte Helm. 75 mins. Rel. Nov. Rev. Nov. 15.

rosse Attraction. (German) (Globe). Drama. Dis show biz. Richard Tauber. Dir. Max Reichmann. 70 mins. Rel. Aug. 1.

Hellseher. (Ger) (General). Farce. Max Adalbert. Dir. Eugen Thiele. Rel. Sept. 1.

Herrn's Erwachen. (Prorex) (Ger.). Delicate life problem. Gerhard Lamprecht. 85 mins. Rel. March 1. Rev. March 14.

Heute Nacht Eventuell. (Ger) (General). Musical comedy. Dir. E. W. Emo. 80 mins. Rel. July 1.

Holzappel-Weiss-Allee. (German) (Capital). Comedy. Felix Bressart. Dir. Viktor Jansen. 85 mins. Rel. Jan. 1. Rev. Jan. 17.

Horizon. (Rus) (Amkino). Russian farce for home. Dir. Lev Kuleshov. 62 mins. Rel. Nov. 10. Rev. May 16.

Myppolit a Lakaj. (International) (Hungarian). Fast farce. Dir. Szekely Istvan. 77 mins. Rel. Jan. Rev. Jan. 17.

Ish Will Nicht Wissen Wer Du Bist. (Interworld) (Ger). Musical. Dir. Geza von Bolvar. 70 mins. Rel. Feb. 15. Rev. Feb. 21.

Island of Doom. (Rus) (Amkino). Two men and a woman on a desert isle. Dir. Timonshenko. 90 mins. Rel. July 15. Rev. July 18.

Ivan. (Garrison) (Rus.). Transformation of peasants. Dir. Dovzhenko. 83 mins. Rel. Feb. 1. Rev. March 7.

Kamradtschaft. (Ger) (Cinec). Sensational drama. Alex Granach, Ernst Busch. Dir. G. W. Pabst. Time. 73 mins. Rel. Nov. 8.

Keine Feler Ohne Meyer. (German) (Germania). Musical farce. Siegfried Arno. Dir. Carl Boese. 83 mins. Rel. Oct. 28. Rev. Nov. 3.

Korvettenkapitan. (Ger) (General). Military farce. 75 mins. Rel. April 1. Rev. June 6.

Laubewald. (German) (General). Farce. Dir. Max Obal. 80 mins. Rel. April 1. Rev. June 6.

Lockende Ziel. (Ger) (Bavaria). Musical. Richard Tauber. Max Reichmann. 85 mins. Rel. June 15. Rev. June 20.

Liebling von Wien. (Ger) (European). Stolz musical. Willy Forst. Dir. Geza von Bolvar. 70 mins. Rel. June 1. Rev. June 13.

Ljubav i Strast. (Yugoslav) (Croati). Drama of life among N.igrants. Rakel Davidovic. Dir. Frank Melford. 60 mins. Rel. Dec. 1.

Lustigen Musikanten. (Die) (General) (Ger). Musical farce. Illa Spira. Dir. Max Obal. 70 mins. Rel. Dec. 1. Rev. Dec. 15.

(Ger) (Foremco). Powerful dramatic study. Peter Lorre. Dir. Fritz Lang. 95 mins. Rel. April 1. Rev. April 4 and April 18.

Marius. (Paramount) (French). Marseilles satire. Dir. Korda. 103 mins. Rel. Jan. 1. Rev. April 25.

Brueckh Kein Geld. (Capital) (Ger). Musical. Karl Boese. Rel. Nov. 19.

'Mano a Mano'. (Sp) (Inter-America). Western with music. Carmen Guerrero. Dir. Arcady Boytler. 60 mins. Rel. Feb. 23.

en and Jobs. (Russian) (Amkino). An American engineer looks at Russia. Dir. A. I. Piontchikoff. 70 mins. Rel. Jan. 17.

enech Ohne Namen. (German) (Prorex). Polignat drama. Werner Krauss. Dir. Gustav Ucicky. 95 mins. Rel. Nov. 1. Rev. Nov. 15.

ilady. (General) (French). Sequel to Three Musketeers. Dir. mant-Berger. 120 mins. Rel. Sept. 1. Rev. Sept. 12.

en Ober Morecki. (Prorex) (Ger). Sing Cing Gentlemen Maudit. orgenot (German) (Prorex). Submarine warfare's cruelty. Dir. Gustav Ucicky. 80 mins. Rel. May 15. Rev. May 23.

ortz Macht Sein Glueck. (German) (Capital). Farce. Siegfried Arno 55 mins. Rel. Dec. 15. Rev. Jan. 17.

Namensheide. (German) (FAF). Drama. Dir. Heinz Paul. 90 mins. Rel. Jan. 1. Rev. Jan. 17.

Nov Listopada. (Polish) (Capital). Historical romance. Dir. J. Wernicki. 95 mins. Rel. May 1. Rev. May 2.

On Demande Compagnon. (Fr.) (Auten). Musical romance. ir. Joe May. 85 mins. Rel. June 1. Rev. June 5.

Parle-Begulin. (Prorex) (Fr). Musical. Jane Marnac. Augusta Genina. 90 mins. Rel. Dec. 15. Rev. Jan. 17.

Patriots. (The) (Rus) (Amkino). Dir. B. Barnett. 80 mins. Rel. Sept. 15.

Piri Mindent Tud. (Arkay) (Hung.). Farce. Dir. Stephen Szekely. 75 mins. Rel. Jan. 15. Rev. Jan. 31.

de Carotte. (Auten) (French). Drama of adolescence. Harry Baur. Dir. Julien Davinier. 60 mins. Rel. May 15. Rev. May 30.

Publix's 50% WB Deal For N. W. Leaves 2,300 Indie Without Majors

Minneapolis, Oct.

With Publix finally closing a deal with Warners for the remaining half of its product for Minneapolis and St. Paul, and the product in its entirety for the balance of the Northwest circuit, the Lyceum, 2,300-seat independent loop first-run house, is left out in the cold without any chance to get any of the major pictures. G. L. Sears and Carl Lesserman, WB district managers from Chicago, represented Warners, while John J. Friedl, division manager, acted for Publix.

Between them, Publix and the Singer circuit, operating the Orpheum, must have all the new season material product tied up for Minneapolis. Singer previously had purchased approximately half of the Warner output. He also has all of RKO and Columbia product. Publix has Paramount, MGM, Fox, most of United Artists, Universal, and half of Warner Bros.

PAR NOT TO LET GO L. I. STUDIO PROPERTY

The Paramount Astoria, L. I., studio property will not go under foreclosure proceedings instituted several months ago, as a result of plans by Par trustees to pay the mortgage \$62,000 in arrears as taxes and interest, plus \$2,000 in back payments on the mortgage. Prudence Bond Co. holds the mortgage of \$93,000, on which foreclosure suit was brought early last summer. Studio property is held by the Seneca Holding Co. Carrying charges on the property have been approximately \$93,000 a year. It was brought out at a referee hearing in bankruptcy, where approval was obtained in approval of application to pay up on the mortgage.

PTSBG ARTY GOES DUALS

Pittsburgh, Oct. 16.

After only a week of single features, Harris-Avenue, 280-seat downtown and formerly a foreign film site, has switched to duals, top remaining at 20. It's to meet the competition of nearby grind houses where duals have proved quite profitable. Avenue, heretofore operated by indie interests, was taken over by newly-organized Harris Amus Co.

Potemkin (Rus) (Kinematrade).

mins. Rel. April 4.

Return of Nathan Becker (Worldking) (Russian) (Yiddish). Comedy. Dir.

Shpin and Milman. 72 mins. Rel. April 1. Rev. April 25.

Scamp and the Circus (General). Comedy. Dolly Haas. Dir. Hans

Schutzenkoenig. 70 mins. Rel. April 1. Rev. April 11.

Shame (Amkino) (Rus). Problems of new Russia. Vladimir Gardin. ir.

Song of the (Rus) (dubbed English) (Embassy). Art and photography pre-

dominant. Dir. Granowsky. 70 mins. Rel. April 1.

Soviets on Parade. (Rus) (Kinematrade). Historic record of current Rus-

sia. 55 mins. Rel. Feb. 1. Rev. March 1.

Theodore (General). (General). Historic drama. Dorothea Wlecke.

Traum von Schoenbrunn (Ger) (General). Musical. Martha Eggerth. Dir.

Johannes Meyer. 85 mins. Rel. May 15. Rev. June 6.

Trois Mousquetaires, Les (General) (French). Duma's classic with songs.

Uiani, Uiani, Chlopki Malovani. (Polish) (Zbyzsko). Musical comedy. 100

mins. Rel. Jan. 1.

Ulca (Capital) (Polish). Life of the newboys. Time.

Una Vida Por Otra (Sp) (Inter-America). Murder drama. Nancy Torres.

Dir. John Auer. 75 mins. Rel. Feb. 17.

Victoria und ihr Hussar (Kinematrade) (Ger). Viennese operetta. [chaed

Bohnen. Dir. Richard Oswald. 90 mins. Rel. April 1. Rev. April 11.

Walzerparadies. (Ger) (Capital). Musical comedy. Charlotte Suss. Dir.

Weekend in Paradise. (Capital) (Ger). Farce. Otto Wallburg, later,

Trude Berliner. Dir. Robt. Land. 81 mins. Rel. Nov. 1.

Wenn die Soldaten (Schneider) (Ger). Military musical. Otto Wallburg, Paul

Heldermann, Ida Wuest. Dir. J. Fleck. 85 mins. Rel. Oct. 27.

Whitney (General) (Kinematrade) (German). Difficulties of life. Hertha

Thiele. Dir. T. Dudow. 71 mins. Rel. April 1. Rev. April 22.

Yiddish Tochter (Yiddish) (Quality). Old-fashioned Yiddish drama. Yiddish

Art and Vlna Troupes. 75 mins. Rev. May 23.

Ylekor (Yiddish) (Gloria). Revamp of silent. Maurice Schwartz. Dir. Sidney

Goldin and George Rolland. 80 mins. Rel. May 15. Rev. June 6.

Yorck (General) (Kinematrade). Farce. Werner Krauss, Rudolf Forster.

Zapfenstreich Am Rhein. (Whitney) (Ger). Musical farce. Charlotte Spsa.

Siegfried Arno. Dir. Jaap Speyer. 90 mins. Rel. Feb. 1. Rev. Feb. 7.

Zirkus Leben. (German) (FAF). Circus drama. Liane Haid. Dir. Heinz

Paul. 70 mins. Rel. Dec. 15. Rev. Jan. 3.

Key to Address

Amkino, 123 Seventh Ave.

Associated Cinema, 154 W. 55th.

Bavaria Film, 25 Spruce St.

Capital Film, 630 Ninth Ave.

Charles Herlitz, 25 Spruce St.

Embassy Pict., 123 Seventh Ave.

European Film, 111 West 55th.

Filmchoice, 33 West 42d.

Foreign American, 111 West 57th.

Foremco, 1560 Broadway.

Garrison Films, 723 Seventh Ave.

General Foreign Sales, 723 7th Ave.

Germania, 22-19th St., Astoria.

George Schneider, 181 Broadway.

Gloria Films, 630 Ninth Ave.

Double Billing

Hollywood, Oct. 16.

Carmel theatre recently played the Disney short, 'Three Little Pigs,' for the fourth time.

On that occasion, not only did the trio of tiny porkers get marquee billing, but the second-lie read: 'Also the Big Bad Wolf.'

QUESTION OF 'EXTENDED' OR '2D RUN' OVER 'LADY'

When is an extended run a second run? This question came up for threatened legal action when Jensen-vor Liberty wanted to switch 'Lady for a Day' (Col) from the Roxy theatre to the Liberty, after two weeks' run at Roxy. Sterling Chain, which has rights on a flock of product for second run in this burg, threatened to go into court if the Columbia exchange permitted the hot release to Liberty.

Local custom has been to extend first run in a second house of the same ownership. However, when 'She Done Him Wrong' (Par) was brought back to Paramount for an 'extended run' after being out for a week, this question popped up. Its repercussions came when 'Lady' was going to hop direct to another theatre to continue its first run. The exchange cancelled the Liberty booking.

Sign of the Times?

Seattle, Oct. 16.

'Friday's' (13) Seattle 'Times' had a four-page drama section, a record in years. All the first-run theatres used big spreads, with a co-op splurge for 'Dinner at Eight,' opening roadshow run at Met. Hamrick's houses had a page-total counting publicity.

Orpheum, opening under Oldknow wing, also used heavy ink.

U. A. Dips L. A. Prices

Los Angeles, Oct. 16.

Reopening of United Artists (downtown) at 40c general admission and 55c logo after 6 p.m. found the Paramount and Loew's State also dropping to that scale last Thursday (12).

Latter two houses formerly had a 55c top for general admision.

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Germania, 22-19th St., Astoria.

George Schneider, 181 Broadway.

Gloria Films, 630 Ninth Ave.

Combo Theatre and Rail Tickets Nixed; Avoids L. A. Battle

Los Angeles, Oct. 16.

A threatened box office war among pic houses in the metropolitan area here was averted when the California-Railroad Commission last week refused to approve the Fanchon & Marco-L. A. Railway Corp. deal for a combination theatre and transportation bargain pass.

T-Pass was considered a thinly disguised admission price cut, so far as the favored houses were concerned. It would have given the purchaser unlimited street car rides in the downtown 7c zone, together with admision to three pic houses designated by F&M, all for \$1.25 per week. Specified theatres were F&M's Paramount, the Tower and the Los Angeles. Show houses would have split 51c three ways, with the railway company taking 74c. Proportion to theatre 'tlo would have been one-third their regular prices.

Proposition was vigorously fought by trustees of the Fox West Coast chain, the Independent Theatre Owners of Southern California and Warner Brothers, on the ground that it was discriminatory and would inevitably precipitate a panic-stricken battle competition. Retaliation was threatened at the hearings before Railroad Commissioner M. B. Harris, where the L. A. Railway was asking validation of the tariff on which the scheme would operate.

Spokesman for the transportation line said the company expected to sell at least 4,000 passes per week at the start, and that the number would undoubtedly run up to 10,000. It was to be a six months' experiment, which, if successful, would be expanded to take in other riding areas and many other theatres, all presumably to be designated by Fanchon & Marco.

Railroad Commission's nixing order was based on discrimination among classes of car riders, and on the declaration that sound utility regulatory policy forbade joint agreements of this character.

95% OF N. W. EXHIBS BELOW IATSE SCALE

Minneapolis, Oct. 16.

Theatres in this northwest territory admit that 95% of them are now under the IATSE scale, and if they are compelled to conform to more than half of them will be driven out of business, according to local film men.

This is a small-town territory and many of the exhibitors do not gross more than \$7.50 a night. These exhibitors pay their booth operator a dollar or two a night. The booth operator goes to the local electrician or some mechanic who works elsewhere during the day and picks up this extra money after hours.

Sudden SF Shifts, 'Jones,' 'Henry' as Roadshows

San Francisco, Oct.

United Artists will now show 'Emperor Jones' and 'Henry the Eighth' at Erlanger's Columbia, opening the former this week (20) at \$1.50 top, with 'Henry' set to follow at same admision.

Ed Smith was in town for UA to wind up the deal, which was something of a surprise to the United Artists theatre, which had expected to long-run the films at regular prices, recently sheared to 40c, and had even announced them as forthcoming attractions.

'Emperor' follows Metro's 'Dinner at Eight,' which bowed out last Saturday night (14) after two weeks, and is to be shown at pop prices by Fox-West Coast after 45 days.

The pic version of 'Emperor Jones' will precede by some weeks the Thanksgiving Day operatic production with Lawrence Tibbett the munny opera house, and for which tickets have long since been sold out.

SUPREME SERVICE BANKRUPT

Supreme Screen Service, Inc., trailers, 630 Ninth avenue, N. Y., has been petitioned into involuntary bankruptcy.

Film Service Labs, \$5,000; M. P. Screen Service, \$2, and Supremetone Recording Studio, \$50, are the three petitioning creditors and amounts.

the capital.
Louisiana Baton Rouge.
Show Pictures, Inc., of New Or
as filed articles of incorporation
000 capital.
California Sacramento.
l Pictures Corp. Capital stock
es, none subscribed. George I
arry J. Takiff, Abram R. Simon
Permit to Sell Stock to:
Picture Finance Corp. Motion
producing. To issue 1,000 of 30
es preferred, par \$100, and 200 e
ng common, no par.

New Tagline for Radio Discs Okayed By NAB Over Networks Opposish

Strong opposition regimented by the national webs almost succeeded in wrecking the move to urge the Federal Radio Commission to eliminate the regulation requiring the announcement of electrical transcription as such when the proposition came up before the National Association of Broadcasters in convention at White Sulphur Springs, W. Va., last week. Compromise tag, which shifted enough sentiment to put the regulation through, would have the radio disk described over the air merely as a production of the company that made it.

Curious twist about the resolution was the fact that the day before when the chairman of the commercial committee, H. K. Carpenter, WPTF, Raleigh, N. C., introduced the attending conventioners okayed it with slight dissent. Overnight the resolutions committee, headed by Henry A. Bellows, CBS v.p., acquired the proposition as one of its own and readied the arguments to be advanced against its passage.

When the resolutions committee trotted out the measure Wednesday, Carpenter challenged the right to give it a second consideration. Pres. Alfred J. McCosker, presiding, retorted that the previous day's vote wasn't official because the meeting had not been restricted to broadcaster members. Implication was that persons connected with recording and station representative firms had done some engineering. Which they had.

After reading the resolution Bellows declared that as an officer of a broadcasting chain he urged the station men not to pass on it now but to think it over some more. W. W. Wedge, WMBC, took up the attacks from that point and warned the organization against letting itself be used as a cage paw for furthering the sale of records. Gedge flayed the move to lift the regulation as having intentions to deceive and mislead the listeners and asserted that he didn't think the FRC would consider a resolution of this kind in the first place. Other sources of opposition warned the convention against laying itself open to pressure upon the commission and the NRA administrators from organized labor, such as the American Federation of Musicians and Actors' Equity, with these contending that the broadcasters are trying to substitute live entertainment with cheap talent.

Leo Fitzpatrick, WJR, Detroit, who advocated passage of the resolution in its original form, flouted the charge of intending to deceive the public as unfair. In trying to induce the listeners to go away with the announcement the proposition-broadcasters had only one motive, and that was to break down the sales resistance set up by advertisers, who take the attitude that the attending announcement that this is an advertisement for a record made for broadcasting purposes has a cheapening effect on their programs.

Following over an hour of debate on the issue, Thomas P. Conway, KWK, St. Louis, proposed the amendment that swung the resolution through. According to his proposal a broadcast disk would only have to be described over the air as, for instance, 'A World Broadcasting System Production.' Idea of attaching the manufacturer's name to an air recording for announcement purposes, it was pointed out after the resolution was passed upon, will make the situation more complicated than ever. Victor and Columbia Recording are engaged in making both phonograph and radio disks and the difficulty lies in convincing the FRC as to how one is to be distinguished from the other. The regulation requiring the announcement of phonograph records does not come within the purview of the NAB resolution. Inside sentiment at the convention predicted that as long as the chains didn't fight the proposal openly in Washington the regulation would remain unaltered on the commission's books.

Sneak Announcements

Only other resolution that brought on a marked difference of opinion during the Wednesday session was that banning the insertion of spot announcements before, during and after a hotel or cafe band pickup or any supposedly sustaining program

(Continued on page 46)

WARBLER HUNT

Chi Stations Searching for glers; CBS Adds One

Chicago, Oct. 16.—All radio stations and networks are in a mad drive for new warbling talent, due to the terrific dearth of male and female garglers locally. Only three or four singers of any merit and they are working overtime. NBC here has called on New York to help build up vocal staff, by bringing in Irene Beasley. CBS and WEBC, the local outlet, bring in Olga Vernon as a featured canary this week, with plans to go on sustaining daily for 15 minutes at 5:15 p.m. Comes in with piano accompaniment by Norm Sherr.

It's Change Time in Dixie; Take a Walk, WMCA Tells Execs

Executive setup that Jack Adams ushered into WMCA, N. Y., when he took operating charge of the station two months ago has already craved most out are Ralph Anspach, brought in as sales mgr. by the new regime, and the latter's assistant, Charles Weiss. Replacement of Anspach will be deferred for the time being. Direction of the sales staff has been taken over by Major Talbot O. Freeman, who was elected treasurer of the Federal Broadcasting System, station's lessee title, by the group of Wall Street scions behind the venture.

Changes in the station's musical department recently had Bod Herzing take over the 'baton from Benny Krueger. Elmo Russ, another studio vet, is out.

Etting Dickerin'

Hollywood, Oct. 16.—Col. Snyder, husband of Ruth Etting, got in from New York, Oct. 15.

He was in Gotham to discuss terms for a national hookup for his songbird wife.

Springfield Press Growls At WCBs and WTAX

Springfield, Ill., Oct. 16.—Local newspapers are beginning to show their teeth at WCBs and WTAX, which divide time here. Both are 100 watt stations. Newspapers have cut out all radio programs and print only highlights of chain hookups.

Newspapers say that September advertising showed big increase over same month last year, but is still below average of three years ago. Papers point to return of several nationally advertised products to their columns, in place of former big radio outlays.

AI Short-NBC Part

AI Short, who, for the past six months has headed the musical program building division at the NBC studios, went off the network's roll last week.

Short was transferred here about a year ago from the web's Chicago branch and he assumed charge of the sustal ing musicals upon the resignation of Walter Preston. It was Short who inaugurated the rule of having song pluggers write in for appointments as a preliminary to placing their w. with his counterpart.

DENVERITES EXPAND

Denver, Oct. 16.—On order from New York, the Arcadians, nine-piece string orchestra, are broadcasting over the WJZ network for a 45-minute period weekly. Only broadcast of such length to get time regularly in network from Denver, and one of very few by either chain nationally. Group had been going on same hookup half hour a week, but favorable responses in east prompted the increase in time. Directed by Ruth Skelly Dello, with Forest Fishel and Mildred Kyfin as soloists.

Tired Business Men

Los Angeles, Oct. 16.—Coast station endeavoring to sell a ghost story serial had the president and the advertising staff of a company attend an audition. To make the thing realistic, lights were turned down. Audition lasted 15 minutes and when the lights went up the president and the advertising staff was found fast asleep, his head on a desk. There was no sale.

OWL PROGRAM FOR FILM CELEBS

Hollywood, Oct. 16.—KMTR has a new program every morning from midnight to one, aimed directly at the Hollywood celebs who might be partying at that hour. Celebs are asked to send in their requests and only names in the column asking for particular numbers are recognized.

In one night Bing Crosby called for a station and Tom Moore asked four different times for selections; Shella Terry requested a certain piece, as did William Collier, Sr.

lenon Hardy, who runs the programs, also offers to give the low-down on any celeb, on request. Mae West is leading on requests nine to one.

Will Rogers' Start

Will Rogers returns to the Gulf Oil stanza on NBC with the Oct. 29 broadcast, making this Sunday's (22) the last for Fred Stone and his daughter. New Rogers deal for a minimum of seven weeks with the first of his broadcasts originating from New York.

Rogers' last run on the petrol session was for a similar number of weeks. Rest of the stanza stands as is, the Revelers and the Al Goodman combo.

Homicide Charge Against O'Neal in Auto Killing

While driving to his home in Brooklyn, William O'Neal, baritone in legit and radio, in his car struck an unidentified man "who" stepped into the street from behind a parked auto. The victim was killed. O'Neal was held on a technical charge of homicide and freed on bail.

rug Store Discs

Chicago, Oct. 16.—Nyal Drug Stores last week turned out 11 radio discs as the first batch of musical platters for spotting around the midwest. Produced in the local RCA Victor studios with Palmer Clark leading the orchestra, Jean Paul King as announcer and John McDonald as chi.

A. J. broker, on the spotting deal. Expect to hit the transmitters early in Nov.

Radio Wants Clubwoman Good Will

Offer Transmitters to Gals with Messages —Will Hays Started It

Chicago, Oct. 16.—Following the plan laid down by Will H. Hays of the picture industry in organizing public opinion, stations are giving attention to the problem of building up public good-will, particularly through the women. WEBC, the local Columbia station, is spreading on its public contact department which comes under the educational listing with Mrs. Effie Burton brought in to head. WEBC is starting by giving the most influential women's clubs in the state free time on the transmitter to discuss their problems for the benefit of anybody who wants to listen in. Has contacted two

Myth of Radio as Music-Destroyer Was Paid Propaganda by Ivy Lee, NAB Told by Levy, WCAU Philly

N.A.B. SETS RUSSELL

NBC Has Varied Political Duties

In addition to holding the title of v.p. in charge of NBC's Washington division, Frank (Scoop) Russell, holds the portfolio of special rep for David Barnoff and RCA. To facilitate the situation for NBC in connection with Russell's Washington activities the web withdrew George McClendon from the National Association of Broadcasters' board of directors and substituted Russell.

Move was made official by Russell's election at last week's NAB convention in White Sulphur Springs.

Hint Union—Band Agency Palsy-Walsy Stuff Is Anti-CBS Motive

Joseph Weber, American Federation of Musicians prexy, is insisting that the radio code include a clause declaring as unfair competition any practice on the part of networks or stations of making the installation of a pickup wire in the hotel, cafe or night club dependent on the booking of bands designated by either broadcast sources. Restraining idea is directed particularly at the CBS Artists Bureau, this network admits. Columbia describes the Weber clause as another attempt to give aid to a major band booking office with which the web has been in intense competition the past two years.

Weber's clause would prevent a network or station from booking from holding out an air release as an inducement for a cafe man to do his combo buying through this agent. About six months ago Weber warned CBS against putting into effect a plan it had of using its station affiliates to sell the network carried on its list.

Caldwell Joins H-M

Chicago, Oct. 16.—Nate Caldwell joins the Hays-McFarland agency locally as radio executive. Takes the spot vacated by Don Bernard, who moved over to Columbia system production department.

Broadcast Checking Bureau, which was founded and headed by Caldwell, will continue under his partner.

HANSEN WITH R-O'K

K. K. Hansen has left Irving Mills to take over the advertising and publicity assignment of the new Tom Rockwell-Corky O'Keefe partnership.

Booking firm, which was organized under the Rockwell-O'Keefe, Inc., is moving to its Radio City offices Nov. 1.

National Association of roadcasters is out to collect a war chest of \$250,000 for the support of its legal maneuvers against the American Society of Composers, Authors and Publishers. As a preliminary step in this direction the station men attending the NAB convention in White Sulphur Springs last week pledged themselves to contribute each month 10% of the license fee paid ASCAP. With the salary figured to collect around \$1,250,000 through radio sources the ensuing year, the NAB expects to derive at least half of the copyright battle quota from the 10% idea.

Convention again delegated I. D. Levy, of WCAU, Philly, and a major stockholder in CBS, to do the drum-beating for the copyright fund, and direct the fight against ASCAP. As an aid to the assignment the broadcasters' meet elected him treasurer of the association. It was Levy's idea that every time a station operator made out a check to the society he draw another made payable to the NAB for the same sum 10% of the ASCAP payment.

Preceding Levy on the speakers' platform at the convention session devoted to putting ASCAP on the pan had been Oswald E. Schutte and Joseph Hostetter, law firm associate of Newton D. Baker. Schutte retailed how he had turned over to the Department of Justice the Interstate Commerce Commission and the Senate Committee investigating racketeering alleged evidence of ASCAP abuses in collecting copyright fees, and Hostetter diverted the congress with his experiences with E. C. Mills in trying to obtain an adjustment of the music notes of his filing in behalf of WIP, Philly, of a suit to dissolve the society.

issued Nobody

Levy picked out Mills, Gene Buck and Nathan Burkan as the target for his attack, and injected a dash of melodrama into the proceedings by suggesting that undoubtedly Mills had his spies right there in the audience. Between them Mills, Buck and Burkan, Levy told the broadcasters, were collecting over \$100,000 a year from the society, while Irving Berlin himself told him that the former composer's royalty share for last year amounted to \$4,300. Levy arraigned the society for retaining Ivy Lee to disseminate propaganda holding up radio as the destroyer of music and the would-be usurpers of the composers' rights to their creations. Instead of going by the name of the Society of Composers, Authors and Publishers, declared Levy, it should be called the Society of Mills, Buck and Burkan. He doubted whether it was operating for the benefit of the authors and publishers.

At another session of the convention Henry Bellows, chairman of the NAB legislative committee, advised the broadcasters that they hadn't a chance of obtaining any revisions in the copyright act during the coming get-together of Congress. Not only would that body be too busy to consider any such bill or amendment, but even if it found time the broadcasters had no crystallized idea of what they wanted.

Women Mgrs. Scarce

For the first time in years no female station manager was represented at last week's annual convention of the National Association of roadcasters. Previous gathering, ad four of them in attendance. It is figured that there are only two of them left, the more prominent of the pair being Mrs. Jessica Jacobson, KPBD, Little Falls, Mont.

Rutherford Sermons on 300 Stations Rapped

Complaints made by various religious sects to the Federal Radio Commission investigating some of Judge Rutherford's recent broadcasts. Letter sent out to all stations by the commission asks them to advise whether they carried Rutherford's sermon on the 'Holy Year.' Judge Rutherford's preachments in recorded form are booked on over 300 stations in the U. S. and Canada with the Bible Students' association responsible for the bills.

Artful Dodges in Making Station Sales May Be Halted by Law

Washington, Oct. 16.—No longer will radio stations be able to dodge Federal Radio commission jurisdiction over the sale of properties by making stock transfers, if a resolution fathomed by Commissioner H. O. LaFount is enacted.

Proposed ruling would require all corporations controlling radio stations to list with the commission their officers, stockholders and amount of outstanding stock and notify the body of any changes. Also, there's a requirement that if any stockholder is an alien, this must be indicated.

Procedure is to check a current practice, which has been followed by incorporated owners of wave lengths. All individuals or partnerships possessing broadcasting permits are required by the commission to submit for approval any transfer in ownership, but corporations have been formed to dodge the necessity of such okay.

LaFount's resolution was referred to the Law and Engineering department of FRC, which will draft it into an official ruling and return it to the commission for a vote later this month.

Holland Fears Loss of Place in Radio Sun

The Hague, Oct. 8.—Union Internationale Radio is agitated at Amsterdam now to discuss wave-length trouble with 53 delegates from all over Europe present. Roumania and Russia not represented.

Settlement vital for Holland broadcasting as it is in danger of having to share ether with powerful station of Luxembourg or a Russian station. To counteract this, Dutch stations have been testing high-power government Radio station at Kootwijk, and so ready if Holland comes badly in distribution of radio-cake.

WHO Drops Wavelength Plea for WIAS, Ottumwa

Davenport, Ia., Oct. 16.—Central Broadcasting Company, controlling the 50,000 watt, WHO-WOC, Des Moines, has given up a battle that has been going on for months in connection with its desire to annex facilities of WIAS, Ottumwa, Des Moines Register and Tribune station, in order to establish a booster station here to supplement the central station and to give it a local outlet in the tri-city territory.

Application for dismissal of its permit was made to the Federal Radio Commission by the Central Broadcasting Company who at first sought WIAS facilities of 100 watts, day and night, and on Sept. 12 amended its request to full daytime power and three days a week, Monday, Wednesday, Friday, and Saturday, from 8 to 10 p. m., and on the remaining days from 6 p. m. to midnight. Request withdrawn, it is believed, because of national hook-up now held by WIAS and character of programs that are being stepped up and offered by the newspapers.

WLW's Talent Hunt

Cincinnati, Oct. 16.—Talent scouts of WLW are in New York this week to put the okay on new voices for this 50,000 watt. Party headed by John L. Clark, gen. mgr., and includes Richard Nicholls, production mgr.; William C. Steers, musical director; Grace Claude Raine, vocal director, and an engineer from the Crosby staff, who will look after special auditioning equipment. Party will make headquarters in New Yorker Hotel.

Don Lee Shifts Kemp

Los Angeles, Oct. 16.—Arthur J. Kemp, advertising director of KJH, has been switched to a similar berth at the San Francisco Don Lee station, KFRG. Kemp succeeds Russell Smith, who is retained on the ad staff. His vacated spot here is being filled by Murray Grabhorn.

WGN SHOW-HUNGRY

Must Find Material for 12 Hours After Nov. 1

Chicago, Oct. 16.—Entire staff of WGN, the Chicago Tribune station, out on a talent and script hunt in an effort to build sufficient shows to take the hours being relinquished by Columbia web on Nov. 1. Need about 12 hours of programs to plug the holes, particularly in the evening hours between seven and 9:30.

And making daily but not able to find talent of sufficient strength by present methods. Now talking of contacting show business agencies to secure performers of accepted merit.

F. L. Dyer Sound Patent Suit Up in U.S. Court

Wilmington, Oct. 16.—Frank L. Dyer vs. Sound Studios got under way before U. S. District Judge John P. Nields Wednesday (11), but was abruptly postponed after two days because of a witness' illness.

Dyer, whose home is in Ventnor, N. J., charges infringement by Sound Studios of patents on long-playing discs for use with radio and pictures; with the radio angle figuring chiefly in the action because of sound-on-film predominance in pictures. Infringement is charged on basic patents for electrical pick-up.

Apparatus was installed in the court room and Judge Nields spent a morning listening to music from the discs which rolled out of amplifiers into all other Federal offices in the building.

Dyer is represented by Samuel E. Darby, Jr., of New York. No date set for resuming.

Ponselle Audiences Bigger Because of Radio Work

Toronto, Oct. 16.—One operatic singer who has benefited by radio broadcasts is Rosa Ponselle, according to her own admission. She claims that many people come to see and hear her who would not have but for her radio work. They come up and tell her so, she says.

"I get a great sensation from the microphone," she maintained. "It is so mysterious, so impersonal. Sometimes it makes me nervous but I never miss the applause. I always can hear it in my imagination."

Waterloo's Pet Skit

Waterloo, Iowa, Oct. 16.—John Higgins of Finchville's skit has completed its 200th week on station WMT. Alstede Bakery Co. sponsors show, including seven characters and a quartet.

Believed to be a record for a purely regional show.

Station Buys Magazine When Local Press Shuts Out Air Listings

Greensboro, N. C., Oct. 16.—When the two dailies here refused to carry program listings of WBIG unless they were paid for an national advertising, the station's owner, J. L. M. Smith stepped out and bought a controlling interest in a local weekly, 'The Patriot'. Town's two dailies, 'The News' and 'Record', are owned by the same interests which have 49% of 'The Patriot' stock.

Smith tried to run his listings in a quarter page space in both the dailies which he has under annual contract for a music store which he also owns but the publisher stymied the move and declared that it would have to be under the national rate or else. An auction made available 61% of 'The Patriot' and Smith bid away over the figure put in by the dailies' interests. Smith sees that the weekly not only carries the station's program listings but that the same page has a lot to say about his broadcasts.

Self-Defense

Fred Allen is taking boxing lessons on the theory that if he stays in show business he'll have to take a sock at somebody sometime. Last week he progressed to such an extent that he blocked a left hook with his jaw and his gum was knocked out.

Right after that he blocked another hook with his arm, but grew an egg at the point of contact.

Otherwise he's living in seclusion with Joe Miller—to keep out in front on the radio.

TESTIMONIALS CHOKED BY RED TAPE

Radio's seekers after commercial testimonials are now required by most of the agencies to get the testimony given to signature long and involved releases or else. Because of a flood of recent suits the agencies are taking elaborate precautions, even if those quoted or mentioned over the air represent the top layer of society and the country's ace wealth.

Court interpretations of the law bar commercials from associating anyone by name with its plug without making themselves liable to remuneration. Agency requirement that the person to be made note of over the air is making it tough for the gals who for the cosmetic or similar programs describe certain social events and tell what certain of the attending femmes wore. Before these names may be mentioned the agencies insist that the girl splasher obtain from the society dames involved signatures to special legal forms running to considerable length, waiving all claims to payment and holding the commercial blameless for any possible cause of action.

Busy Dowagers
Asking a society matron to read over and put the sig to one of these releases while in the midst of a ball or some other function is no easy task, complain the girls on such assignments from ad agencies. One of the latter while under pressure drew up her own form and because she omitted a single "whereas" the agency's legal department declared the release worthless and nixed her making mention of the signature she had obtained.

Nix Greensburg, Pa.

Pittsburgh, Oct. 16.—Application of the Greensburg Broadcasting Company for permission to build a new station at Greensburg, Pa., near here, was turned down last week by George Eastman, examiner for the Federal Radio Commission.

Hill ruled that the new project would interfere with WTBO, Cumberland, Md., and KQV, Pittsburgh.

Lux May Air

Lux soap products, a J. Walter Thompson account, is mulling over a proposition to bankroll an evening musical stanza on NBC.

Advertiser's last contract with radio was about three years ago, an a.m. household hints spiel on the same network.

Pickards Grab One

Chicago, Oct. 16.—After one week on sustaining for the hilly Pickard Family swap a commercial for 15 minutes' worth of their daily 60-minute airing Starts with International Heating company for a 13-week ride. On for 15 minutes each night. Still stay sustaining for 30 minutes morning and 15 minutes nightly.

Inside Stuff—Radio

Latest source of burnup for the local dailies provided by WJAY, Cleveland, is the station's recently inaugurated twist of broadcasting the latest police and fire news. Outlet has a police reporter formerly connected with one of the Cleveland dailies spotted at gendarme headquarters through the day. He flashes his stuff by direct phone wire to WJAY and Beverly Dean, another ex-newspaperman, does the dressing up of the bulletins for airing purposes.

Cleveland papers are bringing pressure to bear on the police headquarters authorities toward ousting Barr from the regular reporters' room. Grant Melrose, WJAY mgr., says the move will be okay with him. All he'll have to do, if he can't get private space at headquarters, is rent a room across the street for his man and put in another direct wire to the station.

WJAY is only on the air up to sundown.

Deal between CBS and Grapenuts (General Foods) on Admiral Richard Byrd broadcasts involves a half hour Friday evening period for 52 weeks, with the usual four week cancellation clause, and a lineup of about 60 stations. Food packer is figuring on debuting its hookup with the south pole expedition the first Saturday night in November (4). Spot set from 10 to 10:30, with 15 minutes devoted to the Byrd short wave pickup and the balance of the time to band and vocal entertainment from the network's New York studios.

While CBS is paying for the engineer-production man sent along with the expedition the cereal packer has put up the coin required for the 500-watt short wave transmitter and other equipment. Understand here is that when the expedition returns the web will make some sort of a rebate on the transmitter, etc. Admiral Byrd's end of the Grapenuts connection will come to around \$15,000.

Al Jolson asked to continue his broadcasts from the west coast but the sponsor, Kraft-Phenix Products, vetoed the proposition as too costly and open to technical inconveniences. For cutting Jolson in on the hour's show from Hollywood the reverse circuit charges quoted by the American T&T were \$2,000 additional per broadcast. Were the entire season originated from the Pacific end these extra wire charges would come to \$300. Jolson's final arrangement with John U. Reber, radio pilot for J. Walter Thompson agency, is that the comic-warbler return to the stanza Dec. 21. Under the 12-week absence clause in his contract Jolson is free to stay off until the first week in January without jeopardizing the connection.

Al Jolson and Mark Hellinger, N. Y. 'Daily Mirror' columnist, were unwittingly limelighted through the use by Jolson of material which had appeared in the latter's newspaper column. Billy Grady, Broadway agent, likewise fitted unwittingly into the picture as he, like other of Hellinger's pals, dug up material for Hellinger while he was recently laid up in the French hospital (N. Y.) with a broken leg. J. Walter Thompson agency had conspired in acquiring the material from Grady, of its prior publication by the 'Mirror'. But the public didn't, hence the mail both the newspaperman and Jolson got from fans calling attention to the similarity.

Southwest Broadcasting Co., regional operating out of Dallas, still carries on the debit side of its ledger an item of \$25,000 described as still due on a purchase price from the Pan-American Broadcasting System.

Proposal to buy the station, which a Phillips group of financiers headed by James Wetstone started about two years ago. Southwest Broadcasting got a down payment of \$25,000 with the contract signed by Pan American guaranteeing the regional another \$25,000 in cash upon takeover. It's this second \$25,000 that's still on the SBC's books.

NBC was responsible for the selection of Newton D. Baker to carry on the broadcast fight against the Society of Composers, Authors and Publishers. Info was brought out during the discussion on the copyright controversy at the convention of the National Association of Broadcasters in White Sulphur Springs last week.

Proposal to the NAB that Baker be retained came through Frank Russell, NBC v.p. in charge of the Washington division. Baker is general counsel for Radio Corp. of America and is also on its board of directors. NBC is an RCA subsidiary.

Proposal that Sidney Strotz, combined mgr. of programs and artists service in NBC's Chicago branch, be brought on to New York to handle the inaugural ceremonies at Radio City, has been vetoed by the web's highers-up. Selling point advanced was that Strotz's previous connection with the Chicago Stadium made him particularly fitted to direct the handling of the mob of invitees expected for the opening of the new studios.

Under the new card rate that NBC has established for WJR, Detroit, the latter's affiliate collects \$150 from the \$500 that the network charges for the hour. Previously the web sold WJR on the basis of \$340 an hour. For a half hour the network is now charging \$312, which is \$38 less than the station's local rate. Under the arrangement NBC has in effect generally with its affiliates the latter's share of the web take comes to \$50 an hour, \$25 per half hour, and \$12½ for 15 minutes.

A curious exception to its general policy of eliminating commercial references in printing radio programs is made by an upstate (N. Y.) daily, which lists the disc sketches of the 'American Weekly' with that name attached. Paper, one of the Gannett string, has local opposition from a Hearst rag, the Sunday edition of which it, in effect, advertises through the radio listing.

KJH, Los Angeles, used portable telephone equipment to cover the fire in Griffith Park, which resulted in the death of more than 60 road workers.

Station scooped the other broadcasters and newspapers by being able to give eyewitness yarns over the air from the scene of the fire. KJH tapped a telephone wire which went direct to the station for rebroadcasting.

Sales staff of WBEM, Chicago outlet of CBS, on edge due to take-over of night-time accounts from WGN, local Chicago Tribune station Nov. 1. Will leave little time open for the local sales staff to sell. Will have the entire staff of six trying to peddle about three of daylight.

RED STAR SPREADS

Chicago, Oct. 16.—Red Star Yeast moves over from a local shot on WBEM, the local CBS outlet, to a fuller spread on NBC. Will hit for 15 minutes on Tuesday, Thursday and Saturday for a minimum 15 weeks.

Will utilize the same type of show as on WBEM, known as 'Stardust', but will build their own show in the NBC offices here, bringing over one or two people from the WBEM cast. N. W. Ayer agency handled deal locally.

John Gihon's Smashup

Pittsburgh, Oct. 16.—John Gihon, program director at KDKA, is in the Pittsburgh hospital with a fractured neck suffered when his car was wrecked in a traffic accident last week. Gihon recently came here from WMAG, Chicago, to take charge of broadcasts from the local station. Hospital not keeping him from active duty. He's directing KDKA programs from a bedside telephone.

More Attention for Audition-Seekers As Stations Now Pant for Talent

Chicago, Oct. 16.

Auditions are no longer a joke. Audition-seekers at local stations are now treated with deference. Nobody is turned down, everybody is given a chance. Stations are now going out of their way to get people into their studios for auditions.

Due to publicity telling the public that there wasn't one chance in a million of a newcomer to crack the ether, the number of applicants for radio jobs fell away to practically zero. Felt that there was no use sitting around waiting to get a hearing.

Result has been that practically no new talent has been discovered in the past six months. Stations and networks are now genuinely frightened at the effect of this publicity and the resultant dearth of new voices, particularly with the clients and agencies starting to howl about the same stereotyped talent and demanding new microphone personalities.

WGN is making a thorough search for talent. So are WJJD and WIND. WLS is regularly sending missionaries down into the South to scout the hill-billy talent which has made this station. CBS and NBC are paying attention to any applicant.

This search for new faces has spread even to the phonograph and recording companies. Columbia office here is daily taking test records of anything that looks anywhere near worthwhile, especially searching for talent that will crack the South, where disc sales have always been weak.

HISTORICAL CYCLE ON KMTR, KFWB, KHJ

Hollywood, Oct. 16.

Following the popular urge hereabouts for serials of an historical nature which started with KFWB's 'English Coronets,' KMTR will etherealize 'Our Romantic Presidents.' First dramatization in the series deals with the love life of George Washington.

Dramatizations to be done by Edward Lynn players. Lynn, currently, is handling 'Catherine the Great' at KHJ.

Two Serials Renewed As New One Starts

San Francisco, Oct. 16.

Two western serials have drawn renewals and a third gets started this month on NBC.

Carlton E. Morse's domestic drama 'One Man's Family' has drawn another 12-month ticket from the Wesson company for the five stations of the Coast hookup, effective Nov. 1. 'Family' has been on NBC 18 months, first as a sustainer. Earlier episodes are now on transcontinental, also sustaining, making it the only Coast serial going East.

Other drama renewal is that of the Pacific Coast Borax Co. 'Death Valley Days,' effective Nov. 13, and also on five stations.

New one is 'Winning the West,' bankrolled by the Occidental Insurance Co. of California, going on four stations beginning Oct. 31. Sponsor will precede it with an etherealized sales meeting Oct. 24, getting all salesmen out of bed at 7:15 a.m. to listen to a spiel.

RADIO HELPS PRESS

Ft. Wayne, Oct. 16.

'Journal-Gazette,' afternoon daily, has installed a receiving set on police reporter's desk so he can get police calls first hand. Paper has found it very valuable in the matter of time saving as city desk can go ahead without passing the word along to reporter.

WDZ of police department broadcast a total of 2,568 messages during September.

Composer Handles Auditions

Los Angeles, Oct. 16.

J. C. Lewis, song writer, is at the Thomas Lee Artist Bureau of the Don Lee chain, to supervise auditioning of talent.

Also new to the bureau is Lee Weinrott, who is handling publicity.

LEFT-HANDED COMPLIMENT

Benson Speech in Conventi No Hit with N.A.B.

John of the Four A's, showed up at the convention of the N. in White Sulphur Springs last week although at first there was some doubt that he would. Roadcasters said his speech as delivered was just as good as it was in 1929, 1929, 1931, 1932. In fact, it was practically the same speech.

Radio executives were not particularly charmed to hear him speak from a text relating that radio as yet hadn't reached the exaltation of newspapers as an advertising media.

Censor Joe Higgins Joins Irving Mills

NBC is now without a censor of lyrics: Joe Higgins, who has held this post the past year, quit the network last week to join the Irving Mills office as gen. mgr. It is the intention of Frank Black, head of NBC's music department, to pass up making a replacement for the time being. Function will be absorbed by the entire program building staff of the music division, with Black himself being the final authority on the objectionability of a song's verses.

With Mills Higgins will concern himself for the most part as contact on the recording end. Involved here is the talent furnishing arrangement that Mills has worked out with RCA Victor, giving the phonograph outfit exclusive call on all Mills attractions and any other recording material submitted by Mills.

WOW's Dance Monopoly

Omaha, Oct. 16.

WOW is fully prepared to furnish music to local Saturday night dancing parties. Station beat other locals by signing both local hotel orchestras for Saturday night dance music. Music from Fontenelle hotel orchestra, with Freddie Ebner directing, will be brought in at 11:30 and will hold an hour. Strands will broadcast from Paxton hotel with Art Randall directing band until 2:30 a.m.

Arrangement is a scoop and a new one; previously, both hotels have never broadcast over same station same season. Broadcasts are possible because of beginning of hotel supper dances, Oct. 7.

N.A.B. Officers

With one exception last year's roster of officers was re-elected last week by the National Association of Broadcasters in convention the previous week. Replacement made was that of Arthur B. Church, KMBC, Kansas City, treasurer. Office went to I. D. Levy, WCAU, Philly. Alfred J. McCooker, WOR, Newark, stays another year as president and given repeats on the v.p. title were Leo Fitzpatrick, WJR, Detroit, and John Shepard, III, head of the Yankee network.

William S. Hedges, KDKA, Pittsburgh, mgr., was voted another three-year term on the board of directors. Another NBC payroll name placed on the board for a similar term was Frank M. Russell, v.p. in charge of the Washington division. Russell replaced George F. McChesler, NBC, v.p. in charge of sales. Other new board assignments went to I. R. Lounsbury, WGR, Buffalo, and Arthur Church. Other board member handed a three year repeat was H. K. Carpenter, WPTF, Raleigh, N. C.

More Coffee Platters

Chicago, Oct. 16.

Nash Coffee company of Minneapolis back in town making additional recordings at the Columbia Phonograph spot here. Has been on the air for the past year and are figuring on plattering 13 more programs.

Continue with the 15-minute comedy script for distribution through the midwest and northwest.

Libel Look Fee

To protect itself against the possibility of libel suits arising from political broadcasts KNX, Los Angeles, demands that the speaker submit his speech 48 hours in advance for scrutiny. And also demands speaker attach to it a check for \$5 to cover the fee of the station's lawyer for sharpshooting script.

\$300,000 NET TO CBS IN NINE MONTHS

CBS' earnings for the first nine months of 1933 came to \$300,000. Up to the end of March operation of the had been losing venture with the next three managing to about split even, while the months of July, August and September brought enough a commercial pickup to bring things back to the credit side of the ledger. In 1932 Columbia piled up a profit of \$1,300,000, while the year before that gave it close to \$3,000,000 in the clear.

At the rate its business is now going the network figures that it should show a margin of better than \$750,000 for the current year. Lehman Bros. and associate bankers still have an investment of close to \$5,000,000 in CBS, and are still prominently represented on the web's board of directors. Investment involved took place about two years ago when the bankers put up the money to take back the 55,000 shares of CBS stock held by Public Paramount. Transfer was based on \$82 1/2 a share.

CBS DIGGING BLURBS FROM AD AGENCIES

Staff in the CBS press department on assignment to handle commercial accounts are under instructions to spend the major part of their afternoons rustling around the agencies for blurb and exploitation material.

Previous arrangement left these agency contacts for the most part to the particular network salesman on the account. From now on the Tinker-to-Evers-to-Chance idea is out and it's up to the web p.a. to make his publicity and exploitation quests direct.

Equity Waives Radio Jurisdiction

So Sez John Guider—But NRA Code May Consider Talent Pay

John Guider, special counsel to the radio code committee, told the convention of the National Association of Broadcasters in White Sulphur Springs last week that he expected that Actors Equity would waive the demands it has made for air performers. Guider expressed the belief that the broadcasters would not be forced to insert in their code provisions covering minimum hours or wages for talent, although the code committee would continue to study the question as to whether the entertainer in the matter of other working conditions could code under the instrument. Frank Gilmore, Equity head, originally proposed, Guider advised the convention, that the code require payment to everybody furnishing radio entertainment.

Chief issue about the code that concerned the assembled broadcasters was the matter of working hours for studio and transmitter operators. Following Guider's report on the code as revised to date, the convention voted to urge the code committee to try to hold out for a minimum working week of 48 hours covering this division of the industry. Guider informed the broadcasters that he doubted whether Sol Rosenblatt, NRA administrator, would be

Cheap Advertisers Take Over Labs By Day to Cut Radio Disc Costs

PEOPLES' CHOICE

A.A. Farm and Home Hour, in-streets Pull Chi Fair Visitors

16.

Three radio attractions were the magnet for visitors to the NBC studios during the Chicago Fair rush. Results now being tabulated unofficially by hostesses and pages spot the three attractions in this order. Amos 'n' Andy, the Sinclair Minstrels show and the Farm and Home Hour.

Farm and Home Hour drew the mass attendance due to its air ride at noon.

One big question asked was 'do Amos 'n' Andy make-up for their broadcasts?'

'Star' Puts Back Air Listings—For Public

Washington,

Washington 'Star' under pressure brought by the readers has reinstated WISV, local

in the daily's program listing. In explaining editorially its change of mind the paper declared that it had come to the conclusion that it wasn't fair to carry the listings of one station and not the other.

CBS' listings were tossed out about two weeks ago when WISV as part of the link started broadcasting the daily news flashes sponsored by General Mills. Reinstatement went into effect today (16).

Chesterfield to Mathes?

Negotiations are on for the Chesterfield account to switch from the Newell-Emmett agency to the organization recently set up by James Mathes.

Mathes last winter broke away from his partnership and vice-presidency with N. W. Ayer and among the accounts he took away with him was Canada Dry Ginger Ale, in which company he is a substantial stockholder.

Contract Holds Rubin

Los Angeles,

After doing 11 programs on a week-to-week basis, Benny Rubin has signed a 13-week contract to continue with 'Shirley' as m.c. of its 'Blue Monday Jambores.'

Program goes out over the Don Lee coast CBS network.

Chicago, Oct. 16.

Cut-throating among the local recording outfits now leading to an entirely new angle of price-slicing, which may cut the price of each master down to as low as \$25, depending upon the speed and luck of the recording company. Instead of charging the standard rate for each master local recorders are now offering clients a five-hour rental of the studio and facilities for a flat sum, ranging from \$400 to \$600.

In this way the studios are able to get around the standard master rates which vary from \$50 to \$150 per. Under the five-hour rental system the client, if he is lucky, may record as many as 10 or 12 masters in that time, bringing the cost of each master down to small figures. In order to protect themselves against the client in the deal the recording labs are tacking on a charge of \$20-\$30 for the processing of each master wax. This takes care of the overhead.

Rental move was necessitated by the chiseling of the cheap-lab rates which were turning out masters for as low as \$65. By rental the major studios are able to compete with the chiseling outfits for the cheaper class clients.

Extra Squeeze

Even with the rental system many of the nickel and dime clients are entirely tied and want assurance that they'll be able to turn out enough platters in the five hours to make the \$500 bill a bargain. To meet this pinching demand the studios are going so far as to tell the client of the record that if he doesn't get enough work done in five hours he can have the studios for an extra 60 or 90 minutes without additional charge.

Much argument back and forth whether this type of deal is ethical or not and some of the leading labs are talking of getting together in an association to ban this sales method. May lead finally to the formation of a Recording Laboratories Association which has been discussed off and on for years.

GUM MAKER NO LIKE CANADA

Toronto, Oct. 16.

William Wrigley Company here has set aside \$60,000 as its ether advertising appropriation but, until the Canadian Radio Commission gives some assurance that it will not 'purloin' its artists and 'pirate' its programs, the company will spend money on broadcasts, according to President Allan Ross.

Appropriation is, admittedly, not large, in comparison with the expenditures of national advertisers in the United States but, if the CRO situation is cleared up immediately, the Wrigley people are prepared to provide 40 artists with a living.

During the past two years, the gum-chew crowd spent over \$100,000 in building up a novel Canadian program only to have the commish come along and appropriate the artists, putting these on the permanent payroll. Ross claims this was 'unethical.' He also claims that this conduct on the part of the commission 'destroyed initiative on the part of private commercial development.' Not only were the artists snaffled but the style and arrangement of the program was appropriated, it is claimed.

SPOKANERS ON SICK LIST

Spokane, Oct. 16.

Louis Wasmor, president and operator of station KHQ, is seriously ill in the Deaconess hospital with stomach ulcers. He has been given several blood transfusions. His condition is considered favorable.

Margaret Nixon Emahiser, KHQ song artist, is recovering from an operation at the Sacred Heart hospital. She is expected to return home this week.

GREGG-BLAIR OPEN

Station representative firm of Gregg-Blair Co. is opening a branch office in New York this week, with Humboldt Blair in charge. Gregg and Blair had before their New York entry confined office operations to Frisco and Los Angeles.

come a great local favorite during his stay of several months, offering a pleasing dinner dance program interspersed with the comedy hours. He has found so popular with listeners. His knock at the door—wooden cigar box—and his "Ma, I come in!" are now well known.

(Continued on page 63)

Air Line News

By Nellie Revell

There's script trouble in the Jack Pearl camp, with the sponsor plenty peeved at Billy K. Wells, Pearl's ace line maker, whose first script for Pearl's new series was rejected. Gene Conrad has the assignment for awhile and Wells may be brought back, if he concentrates.

Carnegie Hall Air Centre

Lennon and Mitchell agency in favor with the staging of their broadcasts in the main auditorium of Carnegie Hall before 3,000 persons. The Old Gold programs from there have been so successful that even though the classical music season is now in full swing, they have leased the hall for Moran and Mack's debut next Wednesday (25). The auditorium will be used also for Bing Crosby's first broadcast in November, when he returns from the Coast.

Goodman at Mayfair

It took radio to focus attention on Al Goodman as an orchestra director. Now he has closed out the prize piece of pie among night spots by getting the Mayfair (oh, so exclusive) assignment. This is the first job outside of the theatre or radio that Al has done in five years. He opens next Saturday.

Par Grill's Radio Talent

Paramount Grill, opening Thursday with an NBC wire, leaning heavily upon radio artists. Charles Carille, Walter O'Keefe and Jean Sargent have been spotted. Tony Shayne is also seeking permission to play Baby Rose Marie, Marilyn Mack and Mitzel Green as a trio at dinner shows only.

Palmolive Pair Reunited

'Olive Palmer' and 'Paul Oliver,' famous for their warbling for Palmolive years past, are together again under their own names, Virginia Rea and Frank Munn. They are appearing on the Bayer American Album of Familiar Music program on NBC Sunday nights.

Lombardo, Burns and Allen

Guy Lombardo leaves on a theatre tour October 20, playing Detroit, Cleveland, Baltimore, Washington and Philadelphia. He will broadcast from these points. Burns and Allen leave for Hollywood October 27 to make several pictures for Paramount, and will broadcast from the film capital.

Fanny May in N. Y.

Original 'Magnolia' (Fanny May Baldrige), who is now in Manhattan, Chicago, was heard to say 'And for their next here next week. But the two comedians scoured Harlem for a Negress, whom they will use on the stage with them.

Short Shots

Frank Black will have a full symphony orchestra of 55 men behind Egon Petri when the noted pianist starts his series over NBC. Evalyn Nair has retired as a dancer with Waring's Pennsylvanians since her marriage to Fred. Richard Davis, engineer of WOR, was the second in his department to be married. George English, Jr., is being operated on today. Mathias Connors, theatrical counsellor, discourses on 'Legal Oddities' every Tuesday at WRNY. Irving Kaufman has leased his 77th street apartment to Health Commissioner Shirley Wynne and returned to New Rochelle, where he has acquired another home in lieu of the one he lost last spring. Courtney Savage has been added to the CBS continuity staff. Ted Lewis may be heard this winter from Florida, via a national hookup from one of the big hotels. Ted Bergman is set for shirt and collar commercial in November over WOR. The Campbell Ewald Agency lost two accounts to BBDO. Mr. and Mrs. Donald Withycomb, NBC station relations, are vacationing in Miami. Bob Taplinger, CBS press, went to Chicago to attend the opening of a broadcast. Andy Sanelia and his four-piece orchestra are playing in a swanky speak in the East Fifties.

Stand By

There'll soon be some additions to the Sunday afternoon program over CBS featuring Helen Morgan. Sponsor wants a male vocalist, with Sid Gary in favor at the moment. Mrs. Edna Stillman, NBC hostess, resigned to take over a story sustaining. Bob Reud's WRNY program has been extended to half an hour. Worcester Salt has signed with Columbia for a weekly program, beginning December 8, for Fridays at 6:45, with talent undetermined. Rudy Vallee has just signed a contract that makes him exclusive with his sponsor for 1934. Contracts of Jimmy Durante and Ruth Etting have been renewed for two more weeks, making eight in all, and they may be held over another week before Eddie Cantor is returned to that Sunday night spot. Vera Van has a commercial. Earphones provide a channel for cues to keep the organist and bandmen in line. An even dozen script writers submit material to Bert Lehr, and he has a jury sit on every gag. Kate Smith did some traveling for broadcasts last week, going to Philadelphia for the Philadelphia Orchestra benefit, and to Norfolk for the Byrd farewell broadcast. Irving Selzer, formerly musical director of WMCA, is back in radio again. His ten-piece dance orchestra broadcasts over WHOM on Tuesdays and Fridays. Bert Hirsch, musical director, worked his way through Columbia University by playing the violin at the school proms. Don Bestor won't play tangos or rumbas. Jean Sargent opens Thursday night at the Paramount Grill, continuing her new Ohrbach WOR commercial.

Scrambled Notes

Low White contributes his part of B. A. Rolfe's Terraplane program from an organ in Radio City, while Rolfe functions in the NBC studios five blocks away. Earphones provide a channel for cues to keep the organist and bandmen in line. An even dozen script writers submit material to Bert Lehr, and he has a jury sit on every gag. Kate Smith did some traveling for broadcasts last week, going to Philadelphia for the Philadelphia Orchestra benefit, and to Norfolk for the Byrd farewell broadcast. Irving Selzer, formerly musical director of WMCA, is back in radio again. His ten-piece dance orchestra broadcasts over WHOM on Tuesdays and Fridays. Bert Hirsch, musical director, worked his way through Columbia University by playing the violin at the school proms. Don Bestor won't play tangos or rumbas. Jean Sargent opens Thursday night at the Paramount Grill, continuing her new Ohrbach WOR commercial.

Gossip

Albert Spalding, the violinist, directs his own rehearsals and insists upon setting his own tempo when he interprets popular classics. George Jessel flew to the coast after his broadcast Saturday night and returned the following Wednesday, which gave him one day there. Hal Brown, now heard on a Friday WOR program, as well as the thrice weekly Wonder Bread WABC periods, has had her contract renewed by the bread sponsors. Johnny Marvin built a yodeling trio while he was in vaudeville and is expected to introduce it on the air soon.

Nancy Garner Renewed

Dallas, Oct. 16.

Success of Texas and Oklahoma Ford dealers' air show, 'Feel of the Ford' revue, gets a 13-week contract for Nancy Garner, visiting NBC artist and first cousin of Texas' own Vice-President Garner. Account was handled by Aracy Locke-Dawson, Inc., through its Dallas office.

ONE AGENCY'S AIR VARIETY KEYNOTE

Arthur Bergh, director of the radio department of the Lennon & Mitchell agency, offers considerable food for thought in a variety of air show keynote in relation to his Old Gold program in particular and variety radio programs in general.

Agency's program director explodes the idea of 13-time contracts to artists and tells why he favors periodic changes in variety, explaining that he has worked out so far as regards the Old Gold Waring's Pennsylvanians air show as well as with contemporaneous programs, in the following letter:

Editor VARIETY: Moran and Mack, the famous 'two black crows' have been engaged for four broadcasts on the Old Gold-Fred Waring program starting Wednesday, October 25.

This is in line with the definite policy of the sponsor, to give freshness, excitement and constantly new dramatic interest in the program as a supplement to the gorgeous music of Waring's Pennsylvanians.

It is our feeling that the old orthodox idea that radio stars must be signed up for a minimum of thirteen weeks will soon be as obsolete as the speakeasy.

To get most appeal on a radio program requires at least two things, freshness and interest from week to week, and dramatic surprise. To get most appeal on a radio program requires at least two things, freshness and interest from week to week, and dramatic surprise.

We believe in keeping a program flexible enough to infuse new news interest in it as well as new entertainment value from time to time. As you know, Gulf is following that principle on their Sunday night programs. Gulf had Wil Rogers for ten weeks, Arthur Brisbane for four weeks, Walter Kelly for a few weeks, George M. Cohan, five weeks, and now Fred Stone for a few ap-

proposals. Vallee works to the same idea in his weekly change of bill on his varieties. He does his job superbly well. The happy compromise, it seems to us, is to have a popular foundational feature that remains fixed on the program. With such a foundational feature, it is smart radio generally to introduce new supplemental feature acts from time to time. No definite time length should be put on an act. If an act proves to be popular and the popularity holds, keep it going as long as the enthusiasm lasts. When it seems to be letting down, be ready with a new act. This seems to us a sound theory of radio showmanship.

Old Gold has been on the air eight months. In that eight-month period the foundational feature of the program has remained unchanged, the feature being Waring's Pennsylvanians. The basic comedy spot for seven months was held by Mandy Lou, a hitherto unheralded Harlem girl.

The first real change of any consequence made by Old Gold was when we signed Richman and Berle for four weeks. Their contract was made deliberately for four weeks and represented the birth of a purpose. Richman and Berle were so successful that we changed the size of the Old Gold audience that their engagement was extended for an additional three weeks.

Now, Moran and Mack will take the spotlight on October 25, and it is our firm belief that they will receive a very hearty welcome from the millions who have enjoyed their phonograph records.

I have written at this length so that you may be fully informed as to the plan and purpose which governs the change which we have made in the Old Gold program during the coming season, and because I feel there may be food for thought and food for copy in the Old Gold radio policy.

Sincerely,
LENNEN & MITCHELL, Inc.
ARTHUR BERGH,
Director, Radio Department.

Stations Get 65% of Coin from Advertisers in Own Communities

Indies Rap Webs

Only tossing of a fire-cracker into the sessions of the National Association of Broadcasters at White Sulphur Springs last week, occurred while the convention was considering a resolution approving the past actions of the NAB officers and directors in the fight against the American Society of Composers, Authors and Publishers.

Stanley Hubbard, KSTP, Minneapolis-St. Paul, wanted to know whether the approval was to apply to last year's action when, as he averred, the 'board said us independent stations out to the networks.' One broadcaster seated in the rear of the hall yelled, 'We can't hear you, another cracked 'And we don't want to hear it.'

Pes. A. J. McCosker, quickly snuffed out the fuse, ignoring all concerned and putting the resolution to a vote.

Night of the convention opening Grant Melrose, WJAY, Cleveland, gave way to a mild burnup against the NAB board when, after the reading of the engineering report some members leveled that it be passed on to the directors for approval. If everything was to be turned over to the board for an okay, declared Melrose, it was all a waste of the broadcasters' money to have brought them together for a convention. Under these circumstances the members might as well stay home and let the directors run the organization out of Washington, he said. Melrose's outburst brought him hefty applause and the report was passed then and there unanimously.

Station Owner Is Handy Man of KMO, Tacoma

Tacoma, Oct. 16.

Carl Haymond, owner KMO, is probably the busiest man on the air. Besides announcing, program directing, filling in and electric checking, he has time to beat the pavement for advertising business. Mrs. Haymond recently returned from a visit to California, where she checked up on general conditions and secured ideas for the local station.

Tacoma's two local stations now handling beer accounts.

NBC's New N. O. Outlet

New Orleans, Oct. 16.

As soon as WFL obtains permission from the Federal Radio Commission to operate full time the station will become an affiliate of NBC. Outlet, which operates on 1,000 watts, is now off the air up to 8:30 mornings and is required to quit broadcasting at 9:30 evenings.

NBC's present release in New Orleans is WSMR, a 1,000-watter. Net's slated second affiliate here is an adjunct of Loyola University, and is managed by the Rev. Wallace Burke. WFL is now sharing time with KWKH, Shreveport.

Pete Smith's Ether

Los Angeles, Oct. 16.

Metro's 'Broadway to Hollywood' insert in the Blue Monday Jam-boree tonight (Monday) was m.c.'d by Pete Smith, who has added etherizing to his duties as a p-r rep for Metro and shorts producer. Smith's broadcast went over KELI, with Earl Oxford, George West, Alice Brady, Frank Morgan and Nelson Eddy on the program.

WOC's Touring Unit

Des Moines, Iowa, Oct. 16.

Irving Grossman, in charge of WOC-WHO's artists-bureau, has a company of 20 from various programs originating with WOC-WHO on tour.

Central States, Public, Finkelstein and Rubin houses, and a few independents, have booked radio unit. Towns using the shows include Colwell, Albi, Ottumwa, Centerville, Oskaloosa, Charlton, Perry, Atlantic, Webster City, Carroll, Boone and Marshalltown.

It is estimated that broadcasting in the U. S. through the past September took in around \$5,000,000 gross from the sale of time, with this figure combining network and individual stations. Rate business so far has jumped on the national webs has the statisticians figuring that this figure will be boosted to within the \$5,500,000 level for October.

August take for the national webs, regional lines and local stations combined came to approximately \$4,250,000, or \$250,000 better than it had been the month before. Way the business went among these three classes in August was 45% local stations, 41% national webs, and 4% regional lines.

National spot advertising still rates second in the accumulative counts. Of the coin taken in locally by stations 65% is from sources in the towns in which the outlets are located and the balance of 35% comes from national advertisers dealing direct with the broadcasters. What the local stations derive from the national chains, with which they're affiliated comes, to less than 20% of the webs' gross.

FRISCO TECHNICIANS ACCEPT CHAIN UNION

San Francisco, Oct. 16.

Unionization campaign of Frisco radio technicians has taken a side road, with workers joining a company union, as proposed by NBC. Network offered them a probable return of the 10% salary cuts of last year if they joined a chain union that was organized locally.

Majority of the technicians capitulated, stating they'd take a try at it, meanwhile drawing away from their proposed A. F. of L. affiliation, under which they drew up a code and had it presented at Washington by IBEW.

Announcers and producers have been talking about a union, too, but haven't come to a decision or made any demands.

ITALIAN EXHIBIT FLOPS

Radio Costs Too Much and Few Customers

Milan, Oct. 16.

Italy's 6th Radio Exhibition has just opened here. It proves that Italy is completely emancipated from the countries for she can turn out 100,000 modern radio sets if needed which is greatly in excess of home consumption. For every apparatus sold, the government receives 114 lire (\$6).

Prices are pretty stiff. Sets run as high as \$400. No buyers and little activity.

Radio show a flop.

WGN'S 4TH WEB SHOW

Chicago, Oct. 16.

Though going strictly independent on Nov. 1 WGN, the Chicago Tribune station, is adding its fourth network show and will be the key station for two Columbia and two NBC programs. 'Just Plain Bill' which has been on locally for Kolyon goes on CBS this week five times weekly. Will take in the midnight and west coast CBS outlets.

Though Kolyon has another cast doing 'Bill' for the eastern CBS web it was decided to use the WGN production rather than pipe the show from N. Y. New York office of Blackett-Sample-Hummert set the deal.

WGN now has key shows for 'Lit-tle Orphan Annie', 'Clara, Lu and Em' and 'Painted Dreams'.

JACK DENNY'S SPREAD

When the Jack Denny-Jennie Lang combination goes from a single-release on WABC, N.Y., to a hook-up with 11 CBS stations in the eastern area Oct. 25, the Dusty and Gaily harmony stanza, backed mornings by the same commercial, will be discarded. D&G affair was brought back to CBS a year ago.

New Denny and Lang schedule call for three evening quarter hours a week: Hatten, Barton, Durnine and Denny. The agency on the Gold Dust account.

WORCESTER SALT TO CBS

Worcester Salt Co. has obligated itself for 13 quarter-hour periods on CBS each Friday evening starting Dec. 18. Plug will be on the Worcester brand of dentifrice and a combo under Zoel Parenteau III furnish the musical interludes. Account previously held a Saturday night spot on NBC.

SHARLAND'S FILM CHANCE

Hollywood, Oct. 16.

Radio Pictures studio has signed Reginald Sharland of the KNX combination, Frank Watanabe and Honorable Archie' for a part in 'Long Lost Father,' starring John Barrymore. Studio also has an option on the theater for additional services.

RADIO CHATTER

New York

Hubbell Robinson, Jr., of Young & Rubicam, touring the west in connection with the radio end of the agency's Fels Naphtha account. Robinson was one of the interested agency sideliners at the recent NAB convention in White Sulphur Springs.

Mae Vokes still getting auditions attention from NBC's dramatic department.

Margaret Santry commutes 1,300 miles between W.Va. and N.Y.C. each week for the three minute plug she delivers on the Cutex show.

Margaret Jessup, of McCann Erickson, says she attended that NAB meet just to look on and listen and at the same time make it a vacation.

Harry C. Butcher, CBS Washington mgr., did the executive secretarying once for the National Fertilizer Assn.

Herluf Provenson, once CBS' Presidential announcer, now managing WLEW, Erie.

Morton Downey burning against Normal Siegel, Cleveland columnist, over that story on the tenor's gay stay in the town jug. Says Siegel had promised not to give it print.

Left Trio and White renew their affiliation with NBC Artists' Service for another year making it the fifth on the network's list.

Gibb Sandefer and cowboy band doing it three times weekly over WOR, Newark, with the Rodeo at the Madison Square Garden paying the bills.

Scotti combo getting five releases

THE GREEK AMBASSADOR
OF GOOD WILL

**GEORGE
GIVOT**

Metro-Goldwyn-Mayer's
"HOLLYWOOD PARTY"

Now in Production
Sole Direction
HERMAN BERNIE
1619 Broadway, New York

REMOVAL

- This office will continue its management and direction of artists and programs for radio presentation.

- It is particularly desirous of attracting new talent, ideas, authors and scripts, —those proving acceptable will receive every encouragement, development and an intelligent managerial service.

- Of our present artists and clients, —their continued confidence is respectfully solicited.

Benjamin David, Inc.

RCA BUILDING
30 Rockefeller Plaza New York City

Circle 7-1815

a week from the Montclair Club through WEAF, WJZ and WOR.

John Brewster will be D'Artagnan in "Three Musketeers" series for NBC starting Oct. 19. Jeddo-Highland-Cost sponsors. Brewster also on Eno Crime Club shows.

Amos 'n' Andy, O. O. McIntyre, Alfred Vanderbilt, Phyllis Haver in Margaret Livingston's party at Paul Whitman opening Friday (15) at Paradise.

William K. Wells was ill and didn't author Jack Pearl's comeback "Baron Munchausen" material; Eugene Conrad did it.

East

Jim Healey, announcer for an Albany paper over WGY, is now doing a 15-minute commercial two nights weekly with a male quartet, for a tobacco company.

Ruth Hansen has joined Kay Payne as pianist.

Eleanor Talcott featured with Joe Rines and orchestra over WNAC.

Edith Ada Belin, WLOB artist, in Canada filling a few theatre dates.

Warren Hull, Grim and Bearit duo, may move his family to Manhattan.

Mal Nichols started his air campaign on Friday the 13th.

John Royal, vice prexy NBC and its program boss, in town several days past week, due to severe illness of his mother. Johnny was formerly on staff of Boston "Post".

Jack Denny's orchestra, opens the Statler's Salle Moderne the 19th.

Hub's DeMarco girls hitting the bat on the air route.

Col. Stoopnagle and Budd big hit on the Met's stage current week.

While rest was sipping legal beer, John McNamara had to go thirsty, as WBZ announcer for the "as of yore" program.

Melody Jack Smith takes a bride the 27th, which date also marks his 47th birthday. Bride-to-be is Ruth Stanfield of Concord, N. H. They met through an introduction by Jack Shannon of the Gossipers.

Savitzky's orchestra going swell over the ether from local station. And the maestro is not only handling Met's band, but has been elected conductor of the People's Symphony orchestra.

Frank Monty and Rita Coughlin going to get a stare break by being

used on Sunday bill at the State; if they click they will get week at Orpheum.

Jesse Crawford and frau increasing in popularity, now in third week at Keith's and going strong.

Tenor Cliff O'Rourke handling the entertainment at the Theatrical Club.

WJAS, Pittsburgh, dedicating its new studios Thursday night, and CBS will broadcast a network tribute starting Kate Smith, George Jessel and Phil Reegan.

Kieron Buchanan, announcer at WWSW, Pittsburgh, passing out cigars at the studio. The new arrival weighs eight pounds.

Latest addition to the announcers' staff at KDKA, Pittsburgh, is Ed Shaughnessy, while Alan Trench is his new voice at WCAE.

Ann Graham, Birmingham, Ala., gal formerly with Hal Kemp, has replaced Jess Castle in Happy Felton's band, airing over KDKA, Pittsburgh. Miss Castle is joining Paul Whiteman.

Feta White, pianist with staff orchestra at WCAE, Pittsburgh, has joined George Williams' Chez Paree band in Cleveland, playing first saxophone. Weidly is married to one-half of the Lawson Sisters, former WCAE harmony team.

Announcements have been made that James Keefe, WDRC engineer, will handle the show at Farmington, and Larry Grant, WDRC operator, will wed Miss Edith Dunham of Boston.

Bob Shanly, WTIC Hartford announcer, returns to work after tonsil removal.

Captain Tim Healy, international spy of fame, over WTIC, Hartford, and WTAG, Worcester, on test advertising campaign for Ivory Soap.

Captain Healy relates his life's experience and stories he has gathered from stamp collectors.

Harold Penney, now over WDRC, at 7:15 every Wednesday. Penney was formerly on the New England network.

Walter Haase plays with his dog, "Oscar," on various programs, to the delight of his listeners over WDRC, Hartford.

Harold B. Smith resumes work with Otto Newberry and their period is being called "Ivory and Ebony," WDRC.

Sterling Couch, WDRC program director, spent two weeks inspecting Columbia Broadcasting studios in New York.

Irving Grayson, WTIC booking agent, now with Ed Wynne.

Reon Whitehead and their period is being called "Ivory and Ebony," WDRC.

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Fontenelle hotel; talent gave an program.

Gordon Berquist, chief announcer WAAW, took a few days' vacation to visit home folks in Iowa.

Paramount theatre in WOW, Omaha, has made a deal for use of theatre organ. Station ran in microphones last week, and will make three weekly broadcasts, Monday and Friday evenings and Wednesday mornings. Organist will be Mrs. Joe Rosenfeld, wife of the theatre manager, who will broadcast using radio name of Rosita. Theatre pays the cost and uses time as good will build-up for showhouse, not a plugger for weekly programs.

Allen T. Simmons, owner of WADC, Akron, Ohio, and also owner of the Allen theatre there will open a new studio, to be located on the seventh floor of Hotel Courtland, Canton, Ohio here. The new WADC facilities will serve as a branch office of the Allen office at Akron, and probably will furnish at least 30 hours of entertainment during a week.

Simmons says he hopes to have the new studio in operation within 15 days. His staff here will number about ten, and personnel will be announced soon.

Simmons expects to use talent from Canton, Massillon and Alliance for the programs originating in Canton. A reception room leads into a large studio, 22x40 feet, in the new studio set-up.

WADC for several months has been handling some food commercial contracts in Canton.

Harry Shaw, secretary of the Iowa NRA board, having been named to that post recently.

J. W. Baker, to manage WKBB, new indie station, is making completion at East Dubuque, Ill., with studio to be in the river city of Dubuque, Iowa, having plenty of grip going for the other event.

R. W. Hoffmann, Joliet and Cleora, Ill., business man, owner. Only commercial within radius of 30 miles.

Happy Jack Turner has opened a new series over the Center of Population Group, including WHAS Louisville and WSM, Nashville.

Esther Leah, JSM, Buffalo, N. Y., where she organ for Sister Ann. Hubby drove in to bring her back. Plays over WOW.

Eddie Egan, KOIL pianist and organist, laid up a day while dentists relieved him of a molar.

Flo going about Omaha took its toll from radio. Harry Burke, subbing for John Gillin on WOW, under nearly a week. Phyllis Bader, program director WAAW, down with it.

New bookkeeper at KOIL is Walter Heald; comes from Lincoln.

WOW broadcast frolic going for benefit of "Bee-News" free shoe fund. Tony and Babe, on WVA, Mr. and Mrs. Pauline Hopkins, Max Vinson, returned to air via WOW after being off three weeks. Formerly KOIL.

Heinie and Karl temporarily off air, due to illness of Heinie's (Henry Schneider) father in Sioux City. Schneider and Herb Feirerman on WOW.

American Legion band of post No. 47, Fort Wayne won third place at Chi-convention and is now a regular feature over WOW.

Earl Gardner, former trumpeter with Warnings Pennsylvanians, has returned to Fort Wayne after playing several summer lake jobs, and is using his band on WOW every Monday night for a half hour. Billie Haaga, billed as the "Platinum Torch Singer," fills in with vocals.

WGL and WOWO, Fort Wayne, are angling for a new Hollywood hour using short newsy bits and criticisms.

Pat Kennedy will m.c. the food show in Des Moines, Oct. 16-17. Morey's orchestra, Dancing Goldiggers and Dorothy Fay, radio torcher, to contribute to show.

Gardner Cowles, Jr., owner of the Des Moines "Register Tribune," named chairman of the community chest drive and James Hanrahan, general manager. KSO to devote station for promotion of the big drive.

Station WOC-WHO sponsors a fashion-gossip chattered in Adeline Parsons, the hostess, from one to two a week in less than a month and plans to go to three.

Jack Riemann new secretary to Jas. Hanrahan and Hal Sheridan of KSO, and the new offices are swell, too.

Gene Loffler is m.c. for the artists' bureau shows 'round down by WOC-WHO.

Crosley's 500,000-watt transmitter plant, world's most powerful, is nearing completion and will be ready for service early in December, announces Joseph A. Chambers, WLW radio engineer, who is supervising installation. Plant is at Mason, O.

John Barker, baritone, with musical comedies since 1920, has gone radio as a featured singer at WLW, Cincinnati.

Mooney Brothers and the Three-somes, Harry and the Left WFLW, Cincy, on which they did sustaining.

Donald Dowd, new announcer at WLW, and Josephine Roberts, Philadelphia school teacher, married last week by the Rev. Ray Charles Jarman, who is on a devotional series aired by the station and worked by Dowd. Romance started at WLIT

In the Quaker City when Miss Roberts sang on a special program handed by Dowd. Bride's date is Joseph D. Roberts, Nash distributor in Philly.

WCKY, Covington, Ky., opposite Cincy, starts a barn dance series Oct. 21 as a Saturday night feature. Programs will be mixed from stage of Liberty theatre, owned by L. B. Wilson, station's prexy, and viewed by public. Admish scale 25-35. Music by Dixie Vagabonds and Sundoggers and weekly changes of specialties. Rus Hodges and Lee Goldsmith to alternate as m.c.

West

H. E. Studebaker of Lewiston, Idaho, petitioning for a 100-watt station license.

KSTM, Beard's Temple of Music, seeking to move from Pargould to Jonesboro, Ark.

Lurine Tuttle, Los Angeles legit actress, is lead in a disc series, "Radio Station Mystery," being made by Freeman Lang in Hollywood.

Ranch Hands, L. A., cowboy, warblers, are being discod on the coast.

KFWB, Hollywood, casting for a new serial, "The Millionaire," to be handled by Sara Langham.

A. W. (Al) Craspey, formerly in the sales department of the Edison Lamp Works, is now sales representative for KOA, Denver.

**FRED ALLEN'S
SALAD BOWL REVUE**

with

ROY ATWELL

PORTLAND HOFFA

JACK SMART

THE SONGSMITHS

and

FERDIE GROFE'S MUSIC

WEAF-Fridays-6 P.M. E.S.T.

Made possible through the courtesy of

Heilmann's Mayonnaise

Direction of WALTER BATCHELOR

**Isham
Jones
Orchestra**

COMMODORE HOTEL, N. Y.

The big show sponsored by

EX-LAX every Monday, 9:00-

10 P.M. Sustaining-Tuesdays,

Thursdays and Fridays, 11:30-

12 P.M.; Saturdays, 11:15

P.M., coast to coast, WABC

Direction

Columbia Broadcasting System

**ROY FOX
AND HIS
BAND**

KIT-CAT

LONDON

B.B.C. NETWORK

**RUBY
NORTON**

JACK CURTIS

CURTIS and ALLEN

Palace Theatre Bldg, New York

SID LANG

AND

HIS ROYALE SYNCOPATORS

NOW CLUB ROYALE

CHICAGO

Joe Parsons

Radio's Low Voice

AS "EDELWEISS JOE"

Member of the "Jimmie" and

SINCLAIR MINSTREL

Every Mon., 8 P.M., N.B.C.

CHICAGO

New Business

HARTFORD
Mistol-Rub, starting Oct. 16, total of 390 announcements, three a day, placed by McCann Erickson. WDRB.
Cartier Medicine, spot announcements, five a day for 13 weeks. Placed by H. H. Goode Co. WDRB.
Capitol Theatre, 10 five-minute announcements on current attractions, placed by M. H. Hammer Agency. WDRB.
Allyn Theatre, spot announcements on current stage and moving picture attractions. Placed by M. H. Hammer Adv. Co. WDRB.
Ivory Bleach Water Co., 14 announcements, for Savol Bleach. Placed by M. H. Hammer Adv. Co. WDRB.
Aetna Brewery Co., one-half hour weekly musical program on local campaign. Placed by Julian Gross Adv. Agency; 13 weeks. WDRB.

SEATTLE
Kellogg Co., series of 50-word announcements, nine over KOMO and seven over KJR, starting Oct. 20.
Apea-Orpheum Co., series of 50-word announcements, 20 daytime and 15 night, over KJR, began Oct. 7.
National Carbon Co., 36 50-word evening announcements, starting Nov. 6. KJR.
Artie Pur Co., 13 50-word announcements, starting Nov. 1, divided between KOMO and KJR.
Great Atlantic & Pacific Tea Co., 13 15-minute discs, one each Friday morning, starting Oct. 20. KOMO.
Real Cornell Co., series of 100 120-word announcements, two daily. KOMO.
Seattle Coal Co., 26 100-word announcements over KJR.
Stanco Corp., 65 five-minute discs, 30 each, daily except Saturdays and Sundays, starting Oct. 9 over KOMO.
E. E. Goodrich Rubber Co., series of 10 five-minute discs three evenings a week, began Oct. 9. KJR.
Washington Motor-Stage, five-minute daily dramatic discs over KJR; began Oct. 13.
Sech. Adv. Products, 39 30-word evening announcements three times a week; started Oct. 4 over KOMO.
Rocket Gasoline, 50-word word signals three times daily for one month; started Oct. 5. KJR.
General Mills, "Wheathearts", five-minute discs each evening over KOL, Oct. 4 to 17, inclusive.
F. B. Lang, "Makers of History", 15-minute disc each Sunday; started Oct. 8. KOL.
Club Lido, announcements every evening, Oct. 19 to Nov. 8. KOL.
Western Amusement Co. (Club 400), half-hour remote dance program, daily except Sundays and Mondays over KOL, starting Oct. 17.
Westerlind Products, spot announcement three days a week, starting Oct. 17 and running two months. KOL.
Zukors (clothing), daily spot announcements from Oct. 4 to indefinite. KOL.

PITTSBURGH
Westgate Sea Products Co., music and announcements, once weekly for 26 weeks. Agency, Barnes Campbell Co. WCAE.
General Mills, musical program, three times daily for six days, 90 times. Agency, Blackett-Sample-White. WCAE.
American Soap and Glycerine, temperature report and announcement, seven evenings per week; 70 times. Agency, Scott Howe Bowen, Inc. WCAE.
Bay State Fishing Co., two morning announcements weekly, 26 times. Agency, Scott Howe Bowen, Inc. WCAE.
Better Homes and Buildings Exhibit, 39 participations daily in Style and Shopping Period. Agency, George Rowland. WCAE.
United Drug Co., five 15-minute transmissions. Agency, World Broadcasting Co. KDKA.
Duquesne Lumber Co., six evening announcements weekly for 13 weeks. Agency, Electric League of Pittsburgh. WCAE.
Kieser Co., Venida Beauty Parade, two evenings weekly for 13 weeks. Agency, Lawrence C. Gumbinner. WCAE.
Paris Medicine Co., seven evening announcements, 132 times. Agency, Lamber & Feasley. WCAE.
Rem, weather report and announcements, seven times weekly at noon and in evening for 26 weeks. Agency, Joseph Kask. WCAE.
Kellogg Sales Co., six spot announcements daily for one week. Placed direct. KDKA.
Philadelphia Co., half-hour of organ music by Lois Miller two nights a week. Indefinite. Agency, Equitable Sales Co. KDKA.
Prophylactic Brush Co., three evening announcements weekly 13 weeks. Agency, Lamber & Feasley. WCAE.

Renewals

Health Products Corp. (Feen-a-Mint) extends the "Foshay and Berntsen's show" for another 13 weeks, effective Oct. 23, and shifts it to a 7:30-7:45 p.m. spot on NBC's blue (WJZ) network Mon., Wed. and Fri. New spotting of the dialect affair has the web now trying to find openings for the Richfield and Edgar Kline programs, the former now in the 1:30 niche Mondays and the other a similar customer Wednesday nights. Placed by McCann-Erickson.
Texas Co., effective Oct. 24, will make it an additional 13 weeks for the Tuesday night half hour over KJZZ on NBC's red (WEAF) link. Business through Hanft-Metger.
R. L. Watkins Co. (Dr. Lyons toothpaste) renews the "Manhattan Merry Go-Round" musical, effective Oct. 22, on NBC's red (WEAF) loop with 26 stations involved. Blackett-Sample-Hummert is the agency.

Stanco, Inc., Mistol, Dr. Copeland health talks, transcriptions, five morning per week, 13 weeks. Agency, McCann-Erickson, Inc. WCAE.
W. Stanco, Inc., Nujol, Dr. Wayne's health talks, transcription, five afternoons per week, 13 weeks. Agency, McCann-Erickson, Inc. WCAE.
Justice Co., six morning announcements, 156 times. Agency, Gustav Marx. WCAE.
Procter & Gamble, three evening transcription announcements weekly for 13 weeks. Agency, World Broadcasting. WCAE.

NEWARK, N. J.

E. I. duPont de Nemours & Co., four Friday night sports broadcasts by Fred Frick. WOR, E. B. D. & O. placed the business.
Rev. Father Charles Coughlin, Church of the Little Flower, Detroit, 26 weeks of hourly Sunday broadcasts. WOR.
United Drug Co., five weeks of quarter hour disk programs, "Rexall Magic Hour", from Tuesday through Saturday. WCAE. Placed by World Broadcasting System.
**Orbach's Affiliated Stores, 13 weeks, with Ferdie Gode and Jean Sargent. WOR. Through the Grey Advertising Co.
Nathan Strauss, Jr., eight political broadcasts. WOR.
Stanco, Inc. (Nujol), extends through December. WOR. McCann-Erickson the agency.
Reo Motor Car Co., 20 announcements. WOR. Placed by Maxon, Inc., Detroit.
Loche Bros. Corp., six weeks of Ford Frick's sports resumes three nights weekly. WOR. Agency is Ruthrauff & Ryan.
Patent Ceramic Co. (Die-a-Doo Cleaner), Friday a.m. on WOR's "Marketing-Club-of-the-Air", with Claire Sudden.
Hudson Motor Car Co., Friday announcements for six weeks. WOR. Through the Blackman agency.
Vapo-Cresoline Co., announcements each Tuesday up to Mar. 27, 1934. WOR.**

OMAHA

Deatrees, daily except Sunday, 5:15 p.m. Buyer furnishes own talent. WOW.
Goodrich Tires, late afternoons, Mondays, Wednesdays, Fridays, 5-min. transcriptions. Contracted through local Goodrich Tire Co. WOW.
Dodge Motors, weekly five-minute transcriptions. Time not set. Contracted through local Dodge dealer, but no local plug. WOW.
Brands Department Store, one-minute announcements, daily. WOW.
Paxton & Gallagher, wholesale grocers and distributors, daily one-minute announcements. WOW.
Herzbergs, department store, women's apparel, one-minute announcements five times per week. Contract one year. Began Oct. 2. KOIL.
Jeffer's Brewery, Old Age Brew, Sundays 3 to 4 p.m., band concert under direction of Eddie Perigo. Contract for winter season. KOIL.
Adler's, patent medicine, Mondays, Wednesdays, Fridays, 10:15-10:30. Began Oct. 2. Contract three months. Transcriptions. KOIL.

DENVER

E. F. Goodrich Co., 3 times week, five-min. transcription to Nov. 1. KOA.
Nujol, five-min. disk health talks weekly till Jan. 1 by Royal S. Copeland. Standard Oil Co. KOA.
Gene Down, football scores by Walter N. Campbell, every Sat. evening during football season, 6:55 p.m. KOA.
Martin Mineral Water Co., daily 100-word announcements. KOA.
Cottrell Clothing Co., daily 100-word announcements. KOA.
Dr. A. Reed Cushman Shoe Co., daily 100-word announcements. KOA.
Green's Dress Shop, daily 100-word

Radio Exploitation

(In this Department 'Variety' will collate each week news items of possible value to Radio Stations, Advertising Agencies and Advertisers on the merchandising end. Special stunts of all kinds will be reported, these items being turned in by 'Variety' staff men and not written by the station.)

Students Run Stati

Milwaukee.
 Station WISN, Milwaukee, went on the air Friday (Oct. 13) with all high school personnel. Technical men were taken from science classes, announcers from speech classes and business office members from other courses of Shorewood High School, 'Gold Coast' institution.
 High school students were in charge entire day, believed first time in radio history all-ammateur cast has taken over all functions of station for that length. Regular staff lazed in radio chair, gave advice to high school workers.
 Programs were brought to others in high school through mike system. Day pronounced success by listeners and station officials. Will be tried again in future.
 Stunt got lots of publicity for station.

Thousands of Fire Chiefs

Chicago.
 Ed Wynn's comedy scene for the newscasts with Rufus Dawes of the World's Fair playing straight is now history as is the New York parade of decreed fire-fighting apparatus. Came by the way company some months ago. Meanwhile Texaco is consistently aggressive on exploitation follow-ups to the radio programs.
 A notable success all summer at the Century of Progress Exposition was the trademark firechief, hats, an inexpensive giveaway. Just bold enough to appeal to the carnival spirit the result was that Texaco had thousands of free walking advertisements.

very Ki in Town!

Ft. Wayne.
 WOWO, new program acquisition of Wolf & Dessauer Department store, will run a one-hour broadcast on Saturday mornings from 10 to 11 o'clock. It is to be known

announcements, KOA.
Republio Orthopedic Shoe Co., daily 150-word announcements. KOA.
Hottess Kitchin, daily 150-word announcements. KOA.
Goldwin Piano Co., two 15-min. periods per month. KOA.
Hofmann Mortuary, 15 mins. 13 weeks. KLZ.
Oliver Mortuary, 30 mins. 13 weeks. KOA.

LOS ANGELES

Automobile Club of Southern California, KNX Fris, 5:45-6 p.m. Narrative on California highways by Raine Bennett.
Sperry Flour Co., KNX, Tues. and Thurs. 9:30-9:45 a.m. Docs, "Martha Mead," a housewife's trip around the world.
Mantle Lamp Co., KNX, Mons., 7:45-8. Docs of popular music.
Ny-Sight Optical Service, KFWE, very day but Saturday and Sunday, 5:51-6 p.m., "Ceil and Sally," records.
Rumford Baking Co., KFWE, Mons. and Fris., 11:11-11:16 a.m. Cooking School, (Scott-Howe-Bowen).
Parkley, KMTB, 6:15-6:30 p.m. nightly. Maritime music by Salvatore Santalucia orchestra.

*FORT WAYNE

Maryland Pharmaceutical Assoc., 9 p.m. daily. Transcriptions. WOWO.
American Glycerine Assoc., 9:30 p.m., weather reports. WOWO.
Wolf & Dessauer, 10-11 a.m., Saturday. Children's program. WOWO.

CINCINNATI

Rumford Baking Powder Co. has renewed with WLW for Mon. and Fri. morning airings of Rumford School of Cookery 15-min. platters.
Knox Co., on WCKY, Covington, Ky., for 13 weeks with mechanical master-hour talks for Cystex medicine for kidney sufferers.

as the children's hour, giving every child in city and Northern Indiana with air talent a chance to go over the ether.

A registration desk on second floor will sign up the youngsters who have to be accompanied by parents or teacher. Broadcasts will be open to general public, but kids have to be with adults. Prizes are to be awarded each week to the best girl and boy who will be voted on by the audience. Listeners may also send in ballots.

Contacts are being made with all public school teachers for the bright young people. Music, dancing and elocution studies will also be combed for talent. J. Wesley Dye, advertising head of the store, is directing the new feature with the station.

JACK BENNY

WEAF
 10-10:30 P. M.
 EVERY SUNDAY
 CHEVROLET
 PROGRAM

WABC-CBS
 SAT. 7:15 P. M.
 SUN. 10:30 P. M.
 THURS. 5:30 P. M.

MILDRED
 BAILEY
 AND HER
 "ROCKING CHAIR"

ABE LYMAN

AND HIS
 CALIFORNIA ORCHESTRA
 Columbia Broadcasting System
 PHILLIP'S DENTAL MAGNESIA
 Tues., Wed., Thurs., 8:45 to 9 P. M. E.S.T.

COAST-TO-COAST
 WABC

TIM and IRENE
 RYAN and NOBLETT
 Brown Derby and Humboldt Beer
 Mon. and Fri., 9:45 P. M., F.S.T.
 KGO Network
 Carefree Tues., 9 P. M.
 KFO Network
 SAN FRANCISCO

JOHN FOGARTY
 Jack Frost Sugar Hour
 NBC Network
 Valparaiso, Jamaica, New
 Personal Direction
 James F. Gillespie
 1550 B'way, N. Y.

BURNS
 and
ALLEN
 WHITE OWL
 Every Wednesday
 Evening at 9:30 P. M.
 WABC

THE
**SIZZ-
 LERS**
 Got over 500 fan letters a week
 from W.T.A.M. (Cleveland) list-
 eners alone. Which gives you
 some idea. Exclusive N.B.C.
 artists.
 Personal Direction CHARLES A. SAYNA

**LEON
 BELASCO**
 WABC
 Sat., 11:30 P. M.-Mon., 12 P. M.
 Fri., 12:30 P. M.
 NIGHTLY
 ST. MORITZ HOTEL, NEW YORK
 Sole Direction HERMAN BERNIE
 1619 Broadway, New York

WANTED FOR RADIO
 Experienced Professionals for WLW, Cincinnati
 Singers, Specialties, Actors and Actresses desiring steady work
 at reasonable salaries will be auditioned immediately in New York.
 Phone Mr. NICHOLLS, HOTEL NEW YORKER
 Eighth Ave. and 34th St., New York
 at once for appointment

CLARENCE WHEELER
 AND HIS ORCHESTRA
 ing from WBBM-CBS from Wrigley Bldg., Chicago
 EDDIE COPELAND, Assistant Director

FOUR STARS

This Week (Oct. 13)

★ ★ ★ ★
 LOEW'S VALENCIA OHRBACH PROGRAM PARAMOUNT KISSPROOF GRILL PROGRAM

JEAN SARGENT

Management-MORRISON-WI

OUTSTANDING PROGRAMS ON THE AIR

NATIONAL

(Taking in chain programs of coast-to-coast or regional hookups. Listing artist, chain or key stations, time—EST, out of New York, and days if more than once weekly, commercial and advertising agency on the account. The time difference according to geographical location can be figured out for local reference accordingly.)

(This and Next Week, Oct. 17 to Oct. 23)

(All Time EST)

TUESDAY (OCT. 17)

Julia Sanderson and Frank Grumit, Parker Penney, Jack Shilbert orchestra. Blackstone Plantation, 8:30-9 p.m. WEAF-NBC (Blackstone Cigars) (Batten, Barton, Durstine & Osborne).

The Goldbergs, with Gertrude Berg, James Waters, 7:45-8 a.m. NBC-WEAF. Also Wed., Thurs., Fri. & Mon. (Peppodent) (Lord & Thomas agency).

Amos 'n' Andy, 7-15 p.m. NBC-WJZ. Also Wed., Thurs., Fri. & Mon. Rebroadcast for the midwest an west 10 p.m., CST (Peppodent).

Trade and Mark, Billy Hilltop, Scorpny Lambert, Nat Shilkret directing, 8:45-9 p.m. NBC-WJZ. (Smith Bros. cough drops).

Clara, Lu, 'n' Em, Louis Starky Isabelle Carothers and Helen King 10:15-10:30 a.m. NBC-WJZ. Also Wed., Thurs. and Mon. (Palmolive) (Lord & Thomas agency).

Little Orphan Annie, 5:45-6 p.m. NBC-WJZ. Also Wed., Thurs., Fri. & Mon. (Ovaltine) (Blackett-Sample-Hummert).

Ben Bernie orchestra, 9-9:30 p.m. NBC-WEAF (Blue Ribbon Malt) (Matteson-Fogarty-Jordan agency).

Lovell Thomas, 6:45-7 p.m. NBC-WJZ. Also Wed., Thurs., Fri. & Mon. (Sun 10) (Roche, Williams & Cunningham agency).

Household Musical Memories, Ed A. Guest, Alice Mock, Jose Koestner orchestra, 9-9:30 p.m. NBC-WJZ. (Household Finance Corp.) (Charles Daniel Fry agency).

'Shkippy', 5-6:15 p.m. CBS-WABC. Also Wed., Thurs., Fri. & Mon. (Phillips Dental Magnesia) (Blackett-Sample-Hummert).

Boake Carter, 7:45-8 p.m. CBS-WABC. Also Wed., Thurs., Fri. & Mon. (Philo).

Kate Smith, 8:45-9 p.m. CBS-WABC.

Eddie East and Ralph Dunke, John Hale, Don Yorkes orchestra, 9:30-10 p.m. WEA-F. (Hantz-Metzger).

'The American Legend', Herbert J. Biberman, director. CBS-WABC, 10-10:30 p.m.

Nino Martini, Howard Barlow, conducting, 9:30-10 p.m. CBS-WABC. 'Myrt and Marge', 7-7:15 p.m. CBS-WABC. Midwest release, 9:45 p.m. (Wrigley's Gum) (Francis Hooper).

Eno-Crime-Clues, with Edward Reese, John MacBryde, 8-8:30 p.m. NBC-WJZ. Also Wed., same time (Harold F. Ritchie & Co.) (N. W. Ayer).

WEDNESDAY (OCT. 18)

George Olsen band, Bert Lahr (Chase & Sanborn Tea), WEAF-NBC, 8-8:30 p.m. (J. Walter Thompson agency).

Fotash and Perlmutter (Jos Greuswald and Lou Welch), WJZ NBC, 8:30-8:45 p.m. (Fennamint) (McCann-Erickson).

The Post Prince, Eunice Howard, reading, NBC-WJZ, 11:15-11:30 p.m.

Irvin S. Cobb and Al Goodman's orchestra, 9-9:15 p.m. CBS-WABC (Good Guld). Also Fri., same time (Cecil, Warwick & Cecil).

Ruth Etting, Raymond Paige orchestra, 9:15-9:30. CBS-WABC. (Studebaker).

Guy Lombardo's orchestra and Burns and Allen, 9:30-10 p.m. CBS-WABC. (White owl cigar) (J. Walter Thompson).

Fred Waring's Pennsylvanians and Milton Berle, Harry Richmond, 10-10:30 p.m. CBS-WABC. (Old Gold) (Lennon & Mitchell).

Edwin C. Hill, news, 10:30-10:45 p.m. CBS-WABC. Conrad Thibault, Albert Spalding, 8:30-9 p.m. CBS-WABC. (Fletcher's Castoria) (Young & Rubicam).

One Man's Family, sketch by Carlton E. Morse, with Anthony Smythe, 9:30-10 p.m. NBC-WEAF, originating from NBC San Francisco studios.

Leo Reisman, conducting, Phil Dwyer, 9:30-10 p.m. NBC-WEAF. (Philip Morris) (Milton Blow agency).

Morton Downey, 7-7:15 p.m. CBS-WABC. Also Wed., Thurs., Fri. & Mon. Cyrena Van Gordon, Walter Gold, accompanist, 7:30-7:45 p.m. NBC-WJZ. (Dier Klass Cosmetics).

Ivana Trubkova, Irene Dunne, Fred Zulfen, Frank Black, conducting, 9-9:30 p.m. NBC-WEAF. (Bristol Myers) (Pedlar & Ryan).

Alexander Woolcott, 'The Town Crier', 10:30-10:45. CBS-WABC; also Fri.

Kate Smith, 9:15-9:30. CBS-WABC

THURSDAY (OCT. 19)

Rudy Vallee-Fleischmann variety program. WEAF-NBC, 8-9 p.m. (Fleischmann's Yeast) (J. Walter Thompson).

Cap'n Henry's Shoat Boat, including Ottie Hanshaw, Muriel Wilson, Mollie 'n' January, Don Voorhes orchestra. WEAF-NBC, 9-10 p.m. (Maxwell House Coffee) (Benton & Bowles).

Paul Whiteman, Deems Taylor, m.c., and variety show, 10-11 p.m. NBC-WEAF, coast-to-coast (Kraft-Phenix Products) (J. Walter Thompson).

'Singin' Sam', 8:15-8:30. CBS-WABC. (Barbasol) (Erwin Wasey). Boswell Sisters, 10:30-10:45 p.m. CBS-WABC.

FRIDAY (OCT. 20)

Cities Service concert, with Jessica Dragonette, the Cavaliers (Henry Shoup, Frank Parker, John Seagle, Elliott Shaw, Lee Montgomery) Frank Bates and Milton Rotenberg Rosario Bourdon's orchestra, WEAF-NBC, 8-9 p.m. (Cities Service Gasoline) (Lord & Thomas agency).

Fred Allen, Portland Hoffs, Jack Snel, Roy Acuff, Phil Dwyer, Edna Douglas, Gerdie Groje orchestra, 9-9:30 p.m. WEAF-NBC (Best Foods) (Benton & Bowles).

Pond's Vanity Fair, Victor Young orchestra, Lee Wiley, WEAF-NBC, 9-9:30 p.m. (Pond's Cream) (J. Walter Thompson).

Floyd Gibbons, Headline Hunter, NBC-WJZ, 10:45-11 p.m.

'First Nighter', with June Meredith, Don Ameche, Carlton Brickett and Cliff Souder, 10-10:30 p.m. NBC-WJZ (Campina Italian Balm) (Aubrey, Moore & Wallace, Inc.).

Armour Hour, with Phil Baker, Harry McNaughton, Merrie Men, Neil Sester, Ray Shield orchestra, 9:30-10 p.m. NBC-WJZ (Armour Packing) (N. W. Ayer agency).

'March of Time', 8:30-9 p.m. CBS-WABC. (Washington Rand) (Batten, Barton, Durstine & Osborne).

'Let's Listen to Harris', Phil Harris and orchestra, Leah Ray, 9-9:30 p.m. NBC-WJZ (Cutex) (J. Walter Thompson).

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Vincent Lopez, Alice Joy, 10:30 p.m. NBC-WJZ. (Real Silk) (rwin Wasey).

Manhattan Merry-Go-Round, Tamara, Jack, Men About Town, Gene Rodemich orchestra, 9-9:30 p.m. NBC-WEAF. (Lyon's Tooth Powder) (Blackett-Sample-Hummert).

American Album of Familiar Music, Frank Munn, Elizabeth Lennox, Ohman and Arden, Bertrand Hirsch, Gus Haenchen orchestra, 9:30-10 p.m. NBC-WEAF. Bayer's Aspirin) (Blackett-Sample-Hummert).

Light Opera Nights, Muriel Wilson, Paula Houghphaus, Willard Amison, Walter Preston, Harold Sanford, conducting, 8-8:30. NBC-WJZ.

Willard Robison's Deer River symphony, 5-5:15 p.m. CBS-WABC. Also Thursday, 10:15-10:45 p.m.

Symphony Hour, Howard Barlow, directing, 4-5 p.m. CBS-WABC.

MONDAY (OCT. 23)

A&P Gypsies, Harry Blackett directing, Frank Parker, WEAF-NBC, 9-9:30 p.m. (Atlantic & Pacific).

Sinclair Minstrels, Gene Arnold, Joe Parsons, Bill Childs, Mac McCloud Clifford Sauter, Harry Kogen directing, NBC-WJZ out of Chicago, 9-9:30 p.m. (Sinclair Oil) (Erwin Wasey).

Jack Frost Melodies with Josey Pasterneck's orchestra and guest artist 9:30-10 p.m. (National Sugar Refining) (Gotham agency).

Morgan L. Eastman orchestra Gene Arnold, Lullaby Lady, 10-10:30 p.m. NBC-WEAF. (Carnation Milk) (Erwin Wasey agency).

LOCAL SHOWS

(Embracing same data as National programs, giving time, artists, commercial, agency, etc., of local programs, not on a network hookup, local or national.)

NEW YORK

(OCT. 17 TO OCT. 23)
(All Time EST)

TUESDAY (OCT. 17)

Eddy Brown, violinist, with miniature symphony maestroed by George Shackley, 8:30-9 p.m. WOR.

Footlight, sketch directed by Joe Shackley, Lewis Reid announcer, 9:30-10 p.m. WOR.

Perle Grofe, Jean Sargent, 8-8:30 p.m. WOR. (Orbach's Stores) (Grey Agency).

'Sleepy Time Lady', May Stores 6:15-6:30. WINS. Same time every day by Sun.

Gladys Beatty, news comment, 7:45-8 p.m. WOR. Also every other day by Sun. (Ebling Brewing Co.).

Clem McCarthy, Sportsights of the Day, 7-7:15 p.m. WMA.

WEDNESDAY (OCT. 18)

Market and Halsey Street Playhouse, Roger Bauer, m.c.; Lee Cronin, conductor, 10:30-11 p.m. WOR.

Charles Hackett, 9-9:30. WMCA.

THURSDAY (OCT. 19)

'Men of WOR', variety, Sherman Kene directing, Broadway Quartet, Walter Ahrens, 10:30-11 p.m. WOR.

Merle Alcock, soprano; Roderick Graham, conducting; 9-9:30 p.m. WMCA.

Zeke and Ezra, 9:30-10 p.m. WMCA. Also Sun. Mon. and Fri.

Merle Johnston's Saxophone Quartet and Pauline Alpert, pianist, 7:45-8 p.m. WOR.

FRIDAY (OCT. 20)

'The Invisible Microphone', revue, Louis Katzman, conducting, 9-10 p.m. WOR. (Jacob Ruppert Brewery).

Harold Stern's orchestra, 4:5-9 p.m. WOR (Crystal Corp.).

Hendrik de Leeuw, 'Tales of a Globe', Trotter, 8-8:30 p.m. WEVD.

Jack Wey, 4:45-7 p.m. WINS.

Bronx Marriage Bureau, Julie Bernstein, Hyman Brown, 9:15-9 p.m. WOR.

Orchestra Gems, Robert Hood Bowers, conducting; 10-10:30 p.m. WMCA.

SATURDAY (OCT. 20)

Jack Denny's Orch, Ray Perkins, Shirley Howard, 8-8:30 p.m. WJZ. (Rheingold Beer) (Hantz-Metzger).

WOR Little Symphony orchestra, Philip James, conducting, 8-9 p.m. WOR.

The Cuban Lady, Cuban songs, 1:45-2 p.m. WMCA.

SUNDAY (OCT. 21)

Silverbell, with Sylvia Miller, William Kennedy, Roderick Graham, conducting, 9:15-9:30. WMCA.

Woody revue with Rosemary and her orchestra, Al and Lee Reiser, Jack Arthur, 7:30-8 p.m. WOR.

Red Lacquer and Jade, George Shackley, directing, Basil Ruysdael, narrator, 6-6:30 p.m. WOR.

Margaret Anglin presents, with Robert Beddole, organist, 6:30-7 p.m. WOR.

Handik De Leeuw, 'Orientalio', 4:30-4:45 p.m. WOR.

'Radiant Revue', Al and Lee Reiser, Jack Arthur, Roseanne, conducting, 7:30-8 p.m. WOR. (Worwood cosmetics) (J. Walter Thompson).

Jewish Little Symphony, with Jewish Serenaders, 6-6:30 p.m. WINS.

Choir Invisible, Vera Osborne, Annette Simpson, Veronica Wiggins, John Qhine, David Crosswell, George O'Brien, Jack Keating; George 'Heddy' directing, 6:30-9 p.m. WOR.

Viola Philo, 8:15-8:30. WMCA.

MONDAY (OCT. 22)

Back Stage with Boris Morros from Paramount theatre, N. Y., with orchestra, soloists, 8:30-9 p.m. WOR.

Alfred Wallenstein's Sinfonetta, Veronica Wiggins, soloist, 10:30-11 p.m. WOR.

'Enchanting Hour', Audrey Marsh, Jack Arthur, Al and Lee Reiser, Jean Gilbert, Basil Ruysdael, narrator; Roseanne, conducting, 9-9:30 p.m. WOR. (Ibry, Inc.).

CHICAGO

(OCT. 18 TO OCT. 23)
(All Time CST)

WEDNESDAY (OCT. 18)

Hot Shove League, with Johnny O'Hara, 7:30-7:40 p.m. daily except Sunday. WIND.

CBS News Bureau, 9:30-9:45 p.m. daily. WBBM.

THURSDAY (OCT. 19)

Hoofnaghs, serial, 10:30-10:45 daily except Sunday. WMA.

Pickard Family, hill-billy program, 12:30-1 p.m. daily except Sunday. WJLD.

Vic and Sado, comedy serial, 11:15-11:30 p.m. daily except Sunday. WENR (Jelke products).

FRIDAY (OCT. 20)

Educational Forum, Junior League sketch, 4:41-5 p.m. WBBM.

Moosheart Children's Band, 1:15-1:45 p.m. daily except Sunday. WJLD.

Three Strings, concert, 4:45-5 p.m. daily except Sunday. KYW.

Dr. Bundesen's Magazine of the Air, 9 a.m. daily except Sunday. (Participating accounts) WLS.

Story of Helen Trent, serial, 2:30-2:45 p.m. daily except Saturday and Sunday. (Edna Wallace Hopper company.) WGN.

(OCT. 22)

Dr. reston Bradley, People's Church of Chicago, 11-12:30 a.m. weekly. WBBM.

'Detect-a-tives Black and Blue', comedy-serial, 8-8:15 p.m. daily. KYW.

Gov. Harry McNutt of Indiana, 9:30-9:45 p.m. weekly. WIND.

MONDAY (OCT. 23)

Julian Bentley, 8:25-8:30 a.m. daily except Sunday. WLS.

LOS ANGELES

(OCT. 20 TO OCT. 26)

(All Time PST)

TIMES WEEKLY

Merrymakers, KHJ, 9-10 p.m., variety show, with Gill and Doering and Ray Paige's orchestra. (Ford Dealers of Calif.) (McCann-Erickson).

'Hon. Archie and Frank Watanabe, KNX, 7-7:15 p.m., comedy serial, every evening except Sunday. (Marion R. Gray Co.).

Al Pearce and His Gang, KFI, 2-3 p.m. daily except Sundays. Sustaining.

Ozunda the Magician, KNX, 6:45-7 p.m. Night club, Sun. and Mon. (Citrus Soap) (Barnshaw-Young).

FRIDAY (OCT. 20)

Tapestries of Life, KHJ, 9-9:30 p.m., classical orchestra music. (Forest Lawn Cemetery) (Dan B. Miner).

Optimistic Donut Hour, KNX, 8-9 p.m. Variety show, with Charlotte Woodruff, Joe Bishop and Alan Rogers. (Davis, Perfection Bread).

Mellowed Melodies, KHJ, 8:15-8:30. Norman Nielson and Hazel Warner. (Sutman and Wormer) (Vincent Leahy agency).

Radio Periscope, KFWE, fantastic comedy with Tom Brennan and Owen Crump, 9-9:30 p.m. Sustaining.

SATURDAY (OCT. 21)

Elvis Altman, songs and comedy, with KXN orchestra, Rhythm, 7:30-7:45 p.m. Sustaining.

KNX Varieties, with Jack Carter, KNX, 8-9 p.m. Revue, Sustaining.

SUNDAY (OCT. 22)

Symphony Concert, KMPC and re-broadcast, KFWE, KFOX, Long Beach, KREG, Santa Ana, 10-11 p.m. Chaucer Haines' orchestra of 35 pieces. (MacMillan Petroleum Co.).

Charles Hamp, KNX, 7:30-8 p.m.; Also Mon. and Fri., 9:15-9:45 p.m. (Starkka Toothpaste) (Smith and Drum).

Napoleon and Josephine, KFWE, 9-9:30 p.m. Serial dramatization of French history. (Burker Bros.) (Ray Alden agency).

All-Star Revue, KHJ, 7:30-8 p.m. Donald Novis, Sterling Holmquist and Orville Knapp orchestra. Union Oil Co. (Lord and Thomas). Also Wednesday, Sept. 27.

MONDAY (OCT. 23)

Blue Monday Jamboree, (from KPRC, San Francisco), 9 p.m. (Shell Oil Co.).

TUESDAY (OCT. 24)

Inglewood Park Concert, KHJ, 7:30 p.m. (Inglewood Cemetery) (Paul Winans).

Heroes of the Lafayette Escadrille, KFWE, 8-8:15 p.m., air narration by Eddie Persson. Sustaining.

'American Parade', KMPC, p.m. Sustaining.

Hodge Podge Lodge, KHJ, nating KFRC, San Francisco, 10 p.m., comedy program, sustaining.

California direction Ray Paige, KHJ, 10-10:30 p.m. Sustaining.

WEDNESDAY (OCT. 25)

Opera of the Air, KNX, KFWE, KFAC, 8-9, featuring Lola Turner, 20 singers, Arthur Ray's orchestra. (Adair Creamery) (Lord & Thomas).

THURSDAY (OCT. 26)

Light Opera Favorites, KNX, 7:15-7:45 p.m. with Charlotte Woodruff. Sustaining.

DENVER

(OCT. 20 TO OCT. 26)
(All Time MST)

ASCAP'S BLASTED HOPES

ALBERTI HIDES FROM NAZIS

Budapest, Oct. 1. Victor Alberti, 60% Jewish music publisher in Berlin, well known on the Continent and to all American music publishers, is a refugee here after 32 years' activity in the music business, 14 years of which he headquartered in Berlin.

Although Alberti's business had been operated by Nazi "cells" in recent months, Alberti felt that his rebellious employees and competitive Nazi music men were too much for him. All his personal fortune is behind him in Germany.

Alberti has written the American music publishers whom he has represented for so long that he doesn't want to use this political situation as an excuse to dodge responsibility for bills, royalties, etc. He hopes somehow to meet all his past business associates' obligations.

Berlin, Oct. 3. The American music publishers may be in better position through Francis Day & Hunter, the international music house, more British than German, acting for them. Francis Day has a branch here and also the Editions Francis Day in France.

Poor Seller Defers to Best Seller, Same Name

Legal wrangle over "Dinner at Eight" between Robbins and Marks, both publishing songs of that name, was dropped after Robbins' initial legal threats, on the ground that Marks' number wasn't selling sufficiently to interfere with Robbins' alleged priority and official status in connection with the Metro film of that name. This closed a very delicate situation for Julian T. Abeles, attorney for both publishers.

Abeles, at the time, is acting for both the Robbins and Marks firms in three suits against the American Society of Composers, Authors and Publishers. Robbins is suing twice for allegedly royalty arrears and Marks is suing for another reason, alleging that the ASCAP is an "unlawful and unconstitutional" enterprise.

Abeles, on behalf of Marks, is petitioning the New Supreme Court for an order to examine the board of directors of the American Society of Composers, Authors and Publishers. Marks takes umbrage at his BB classification and claims being entitled to a higher classification.

Robbins' suits are points of law. It dates back to the last quarter of 1931 and the first quarter of 1932 when Robbins received Class D money although previously in Class Class A and only recently upped to Class double-A. At that time, through the copyrights resting in the name of the Metro-Goldwyn-Mayer Distributing Corp., the American Society objected Robbins not owning the copyrights, alleging that the society's public performing rights were thus prejudiced. Robbins contends that so long as the performing rights were ceded to the society regardless, any holding back of any royalty money was a violation.

SANTREY SEEKS SURCEASE

Henry Santrey turned over his financial worries to the New York Federal court yesterday (16) with the bankrupt papers giving the bandman's liabilities at \$17,823 and assets, \$7,050.

Topping the individual claims was a judgment for \$5,000 that the Arkansas theatre, Little Rock, had obtained against him in connection with a breach of contract suit. Included in the liability list were salaries owed stagehands and musicians arising from Santrey's last act, the Hollywood Collegians, and an accumulation of \$100 in commissions due the Music Corp. of America. Jules Kandler filed the papers for Santrey.

Rockwell, Crosby Form New Music Pub House

Hollywood, Tommy Rockwell and verett Crosby are forming a new music publishing concern. Rockwell arrived on the Coast last week and the pair are whipping plans together for offices here and in New York.

First number will be a theme for the Woodbury Soap program of Bing Crosby. Will be written by Arthur Johnston and Sam Coslow, who have been granted permission by Paramount to do the outside music.

DAVE LOEW IN BALLROOM BIZ

David Loew has become interested in the ballroom business. The elder son of Marcus Loew is the financial man behind Louis J. Brecker, managing director of Roseland ballroom on Broadway, and figures in the recent expansion whereby the Brooklyn Reeland (see "Roseland") was added to Brecker's string along with the State Ballroom, Boston, wherein Charles Shribman, the New England dance promoter also has an interest.

Loew bought out the interest of Frank Ungelung, the Pennsylvania brewer and president of the Reading Electric Light & Power Co. who was previously allied with Brecker. Brecker meantime is stepping out into the cafe field and is Abe Lyman's co-partner in the move to take over the Yeong's restaurant, 1307 Broadway, on the site of the former Churchill's, including an idea of renaming it as Churchill's and operating it on a luncheon, dinner, supper basis, with the cafe scale obtaining after theatre when Lyman becomes the midnight attraction. It is to be a 50-50 financial and operating split between the orchestra leader and Brecker.

Eddie Janis to Hop Up All-Paramount Pic Times

Hollywood, Oct. 16. Eddie Janis switches from Coast representative to Famous Music to musical exploiter for Paramount. He will work on pushing all songs used in Par pictures, whether they are published by Famous, De Sylva, Brown & Henderson or some other publisher.

Janis' arrangement is between Par and DeS., B. & H. He will specialize on national hookups for the film songs from this end.

The Jack Robbins III

Mrs. Jack Robbins is incapacitated with a nervous breakdown at her Olcott hotel apartment, New York. The music publisher was almost simultaneously stricken with three infected teeth laying him low for a spell.

FIELDS, McHUGH EAST

Hollywood, Dorothy Fields and Jimmy McHugh leave early this week for New York to handle several production commitments made before they came west for Metro. After their eastern chores are finished they'll return to Culver City.

While here they knocked out the "Dancing" and "Mex" the Baron, songs; "Lucky Fellow" for "Prizefighter and the Lady," and "Dinner at Eight."

Chester at D. A. C. Detroit, Oct. 17. Bob Chester takes his orchestra in the Detroit Athletic Club which is operating its own night club for members. Acts current are Wayne Bordon and Clifford and Irene. Spot is located in the D. A. C. clubhouse. Club has the most exclusive membership locally. Chester just closed at Edgewater Beach Club.

MILLS AIR PACT NO GRAY FOUNT

Society's General Manager Heard from the Boys at Last Meeting—Slight Increase but More Promised and Expected—Only 18% of Network Money Is Taxed

USING PENCILS

For the first year of its present three year contract with radi the American Society Composers, Authors and Publishers took in under \$1,250,000, as compared to the \$975,000 grossed from the same source for the September, 1931, to September, 1932, stretch. From all American and European sources the Society's collections for the past year totalled close to \$2,000,000.

At the last meeting of ASCAP's board of directors when the radio figures were presented general disappointment was expressed at the comparatively narrow increase shown over the previous year. E. C. Mills, the Society's gen. mgr. while under fire from several members of the board for the deal with broadcasting that he had advised take effect October 1, predicted that music would garner from radio on the first year of the new contract no less than \$2,000,000.

Explanation advanced by Mills at last week's meeting of the board was that margin between his estimate and the actual ASCAP takings could be accounted for by the depression suffered by radio during the first lap of this contract. Several of the board members took issue with him on this point, calling his attention to the fact that the drop in income for broadcasting in general over this stretch amounted to 30%.

Par and Panel Staff

On the basis of the 3% tax on a station's commercial business it was further pointed out to Mills, the Society gathered from broadcasting for the Sept. 1932 to Sept. 1933 period around \$350,000, after conceding to the radio industry a reduction of over \$200,000 from the \$550,000 paid in on the sustaining fee arrangement alone during the Sept. 1931-Sept. 1932 stretch. Had broadcasting done as well as it did the previous year the 3% tax would have netted ASCAP altogether only \$105,000 more, or a total of \$455,000. The \$405,000 represents the 30% differential.

For the period of Oct. 1, 1932 to the same date of the current year the collections from radio came to \$1,250,000. Of this sum \$775,000 came from sustaining fees, while the balance of \$475,000 represented the net from the 3% tax on commercial business paid by stations in addition to their sustaining allotments. Society's collection of commercial money during September was abnormally high.

During the early stages of the negotiations on the new contract in the summer of 1932 the radio interests submitted a proposal guaranteeing the Society for the 1932-1933 period \$250,000 more than had been collected the previous year. ASCAP board of directors at the advice of Mills rejected this proposition and substituted for it the combined sustaining fee and commercial tax idea. This latter tax is imposed direct upon an individual station's business and does not take into account the grosses on time garnered by the national webs. What this tax actually affects is only 18% of the network money. A chain may collect \$500 for an hour's time on one of its affiliate stations but all the outlet collects is \$50 of it. It's an arrangement that has few exceptions between the networks and their affiliates.

Musician's Child Falls From Dallas Hotel, Dies

Dallas, Oct. 16. Robert, two-and-one-half-year-old son of Mr. and Mrs. R. F. Baker, fell five floors to his death here from his parents' Adolphus hotel room. He had in some manner unloosed a screen while peering at a parade outside.

His father, a player in Busse's band, rather than remain in the room Saturday night, insisted on performing.

Pubs Bettered Writers' Divvy Third Quarter

Publishers all around did better than the writer element in last week's split up of royalties for the third 1933 quarter by the American Society of Composers, Authors and Publishers. Divvy gave the publishers a tilt of 12% over the second quarter checks while the upping in the author and composer division came to about 5%. Society's distribution money for the July to September, inclusive, stretch approximated \$460,000.

Double A writers this time collected over \$1,700 the biggest quarterly plum in years with the class AA division among the publishers each netting from \$18,000 to \$13,800. Harms' AAA classification garnered that firm over \$15,000. It was this firm's first cut under the triple A ranking.

Writers will have another clip out of the past quarters' collections coming to them as a result of the bonus arrangement which this faction of the Society recently put into effect. As soon as the radio performances have been compiled and charted for the months of July, August and September, the \$12,500 prize money will be split among the writers of the first 10 songs on this listing.

Kapp Holds Crosby

Jack Kapp came back from his coast trip with the signatures to a flock of contracts for exclusive Brunswick recording by Gus Arnheim, Bing Crosby, Mae West, Ted Fiorito, Ruth Etting, Radio Rogues and Dick Powell.

Victor, with its recent alliance with Irving Mills as special talent developer, was ogling some of Brunswick's stellar array, hence Kapp, as general recording manager for Brunswick, made his recent quickie trip to the coast to signature the above for renewals.

Cleveland Cafes Perk

Cleveland, Oct. 16. Harry Proper is starting downtown supper club Nov. 1 at the old New China. Renaming it the Mayfair. Minimum cover charge of \$1 week days and \$2 on week-ends will be the highest set by any similar spot this season.

Continuous entertainment is Proper's idea with Earl Carpenter's band tentatively set as one of two orchestras for opening. By a co-incidence, "Pop" Garing and Pete Garish, his former partners at Idlewild, have become his opposition by opening Lido Club with Gene Beecher and Keller Sisters.

ESSEX HOUSE'S TWO BANDS

Dick Humber and his Hotel-Exsco orchestra double into Loew's State next Friday (20) with Joe Nash, a dance team and Johnny Mercer, co-author of "Lazy Bones" added.

Essex hotel that same night opens another room with the Casa Loma orchestra featured. The same people from the Glen Island Casino have taken over the room and operating it as a sub-unit.

First time that two dance bands have operated in the same hostelry.

2 NRA DEPUTIES CLAIM MUSIC

Differences of opinion between deputy NRA administrators as to which department shall have authority over sheet music dealers has resulted in the postponement of the hearing on the music code until Nov. 2. Indications now are that the pop publishers will be permitted to withdraw from the document now on file in Washington and to submit a constitution confined strictly to the operations of the industry and that a similar privilege will be extended to the standard pub group. Cancellation of the hearing slated for today (17) was sent out by Gen. Hugh Johnson Friday (14).

Distributing and marketing division of the NRA administration had advanced their argument that there is no reason for including the music retailers in that industry's code since this phase of the music business would come logically under the general retailing code. D & M division is even contending that the whole code of the industry and that a similar privilege will be extended to the standard pub group. Cancellation of the hearing slated for today (17) was sent out by Gen. Hugh Johnson Friday (14).

Following announcement of the hearing's postponement the pop publishers through John G. Paine put in a request that they be permitted to present their own code at the Nov. 2 hearing. With the retailers out of the code, pointed out Paine, the standard group would be faced with working out anew a flock of their own regulations rather than be involved in a general display of the industry's code the pop men would prefer to disentangle themselves from the situation and make a separate bid for NRA approval.

National Association of Sheet Music Dealers has declared itself opposed to the general modification of the music code, which would eliminate them from the same picture. Association feels that its problems shouldn't come under a code control committee that did not likewise have jurisdiction over the publishers.

It Order Catalogs

Growing sentiment among both pop and standard publishers now favors cutting out of the code on file that line in article 5 subsection C which forbids the insertion of song advertising in the catalogs of mail order houses. When this clause was included in the document it had been the consensus of the music trade that the catalogs were printed for the general benefit of the particular mail order house's business and the practice of charging publishers for mentioning their names was neither an unfair practice nor an unfair practice. Particularly interested in having the mail order house reference eliminated from the music code is Sears-Roebuck & Co. Latter firm has advised several publishers that if this source of income is cut off from the catalog Sears-Roebuck will have no alternative but to give up its music department. In checking into this practice of charging music men for advertising in the catalog the Music Publishers Protective Association found that among others neither the harness nor stove manufacturers whose products are included in the house catalog are similarly taxed.

SUCCESS TROUBLES

Joe Morrison, singer with George Olsen's band, who came to marked attention on Broadway recently in "The Last Round Up," has Ed Vine as a personal manager, but Dave Vine—Ed's brother—claims that privilege. He is suing in the Bronx supreme court for one-third of young Morrison's earnings, on the strength of an oral agreement in September on the lengthy block. Ed Vine and Morrison are named co-defendants.

All deny that Dave Vine has any managerial claims. Ed Vine's representation for Morrison is alone conceded. An injunction and accounting are being asked.

Most Played on the Air Last Week

To familiarize the rest of the country with the tunes most sung and played on the air around New York, the following is the compilation for last week. This tabulation will continue regularly.

In answer to inquiries, these plugs are figured on a Saturday-through-Friday week; regularly.

Tabulation in turn is broken down into two divisions: Number of plugs on the major networks (WEAF and WJZ of the NBC chain, and WABC, key station of CBS), along with the total of plugs on New York's two most important independent stations—WOR and WMCA.

Title	WEAF WJZ WABC	WOR WMCA	Total
'Talk of the Town'	26	18	44
'This Is Romance'	26	12	38
'Good Night Little Girl'	26	9	35
'Big Bad Wolf'	26	8	33
'The Last Round Up'	26	7	32
'Bless Your Heart'	26	6	32
'Love is the Sweetest Thing'	23	9	31
'This Time It's Love'	20	11	29
'You Gotta Be a Football Hero'	17	12	29
'Dinner at Eight'	26	3	29
'It Isn't Fair'	26	3	29
'Don't Blame Me'	26	3	29
'Aincha Glad'	26	3	29
'And So Goodbye'	26	3	29
'By a Waterfall'	26	3	29
'Marching Along Together'	26	3	29

70,000 ENGLISH CAFES DENIED RADIO MUSIC

London, Oct. 16. An appeal against the test case brought by the Performing Rights Society to prevent hotels and restaurants from using loudspeakers on their wireless sets, was decided in favor of the Society. The only other court to which the case can be carried is the House of Lords. This decision directly affects over 70,000 saloons and restaurants, which will now have to pay a fee if they wish to regale their customers with any of the melodies controlled by the Performing Rights Society.

FEED 'EM PEANUTS

Chi Hotels Want Floor Shows, But Want to Pay Off in Thanks

Chicago, Oct. 16. Hotels are all hot for dine and dance rooms, particularly those outside the loop, following the click of the floor spots during the Fair. But are starting to chisel on talent, with several of them offering room and board in exchange for talent. Belmont Hotel, rich spot of the north side, is now figuring on adding a floor show to its dining room, and is making that proposition to turns. Congress Hotel, which has been paying real money for bands, is now trying to clip down on talent charges and has sent out a call for amateurs, figuring to pick up non-professional material and save on outlay.

Congratulations to

JUNE MACCLOY

who makes so frequently with JOHNNY HAMPT in the 'Portret Club' in New Orleans. Naturally she features:

"DINNER AT EIGHT"
"I'LL BE FAITHFUL"
"DON'T BLAME ME"
"WE GOT EVERYTHING"
"HOLD YOUR MAN"
"I'M DANCING ON A RAINBOW"

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MUSIC CORPORATION
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EMERSON GILL
AND HIS ORCHESTRA
NOW PLAYING
DeWITT CLINTON HOTEL
ALBANY
Direction MCA

B'way Musikers

Hal Davis, Eddie Davis' son, now doing a little p.a.'ing for his pop, the maestro at Mor's on Bleecker street.

Anthony Trini opens at the Barn Club for Meyer Horowitz tomorrow (Wednesday) with the Three Roberts doubling from the Nut Club, plus Beth Challa, Nino and Negrita, Barr and Estes, Johnny Russell, Eddie Ray, Ruth Wayne and the Hillbills.

Buddy Walker m.c.'ing the Nut Club with Milton Spielman's orchestra and Blanche Lytell, Three Roberts Bros, Red Davis, Zora Lee, Frank Byer, Edith Muree, Eddie Fritchard in the show.

Rudy Vallee and Singin' Sam folios being added by Robbins to folio catalog.

Eric Madreguera ork into the Waldorf-Astoria succeeding Jack Denny, now one-niting.

Walter Douglas back assisting Mose Gumble in the Donaldson-Douglas-Gumble music pub biz.

Walter Donaldson out as firm member, freelancing as songwriter. Abe Lyman slated for a couple of Warner Bros. shorts.

Phil Spitalny and Goldenrod orchestra debut at the Hotel Paramount grill Oct. 19 with Walter Keefe, m.c., Jean Sargent, Charles Carlisle, Les and Stewart and a line of Gertrude Hoffman girls.

Busy Kahal-Fain Team

Hollywood, Oct. 16. Three new assignments—for Irving Kahal and Sammy Fain at WB-FN.

They're on 'Radio Romance,' 'Mandala' and 'King of Fashion.' They are writing a production number, to be staged by Buzz Berkeley for the last.

Wayne King's Income

Chicago, Oct. 16. With his fifth Lady Esther program coming through Wayne King will be clearing \$30,000 for his end every 13 weeks.

King band will have four programs on NBC and one on CBS.

MEROFF TO PLOUGH

Chicago, Oct. 16. Benny Meroff band gets a commercial job on NBC handling the entertainment job for the Plough cosmetic, starting tomorrow (17). Will ride once weekly at 15 minutes per.

Plough has had shows the south for the most part, due to their distribution out of Memphis. On NBC will utilize the midwest portion of the Blue network plus auxiliaries in the southeast and southwest. As distribution opens up in the north will add additional stations.

Coast Musikers

Hollywood, Oct. 16.

Dorothy Jackson, dance stage, Giggle Royce, orchestra leader, and five choristers, left on the S. S. Lurline, Oct. 7, for Honolulu, on a night club date. Royce's band departed on the preceding boat.

'Making Hay While the Sun Shines,' one of the songs from Metro's 'Ging Hollywood,' was on the air before it was recorded in the picture.

George Hale going from Metro to Columbia to routine steps for 'Let's Fall in Love.'

Russell Markert doing the numbers for 20th Century's 'Moulin Rouge.'

Saul Bornstein hopped back to N. Y. last week.

Sol Hooplin and his Hawaiians utilized for the music recording in 'Blood Money' at 20th Century.

Name of Emil Ludwig on the door of Kaimar and Ruby's office at Warners.

Victor Schertzinger's numbers in 'Beloved,' which he is also directing for Universal, are 'My Beloved' and 'Forget.'

Conrad, Gottler and Mitchell will furnish the songs for 'Wine, Women and Song,' which I. E. Chadwick will make.

Christening of Bing Crosby's son made official by the presence of Russ Columbo.

Whole Revel family has joined Harry. They've taken a house.

Sam Coslow refurbishing his 'Lake Sherwood' house, which was stripped by thieves.

Peggy Gilbert's nine-piece girl orchestra left for Honolulu and nine months, he is the Orient under E. K. Fernandez' auspices.

Leo Robin got the thrill of his life when a Guatemala marimba band played several of his numbers during a stopover on his recent Canal-boat trip.

L. Wolfe Gilbert going to New York Nov. 1 with Eddie Cantor, for whom he is writing air material.

Arthur Jarrett ducked further work at the Cocomat Grove because of his extensive picture and stage work. Goes under contract to Metro Nov. 1, but will do three pictures prior to that. Continuing his weekly Union Oil broadcasts.

Eddie Warner and George Waggoner writing the ditties for 'Fair Enough,' Roger Gray show coming into the Music Box next month.

Artie Mieling now negotiating for Harry Warren and Al Dubin.

'Ranger and Robin wondering who left a brace of bedroom slippers in their office during their vacation.

Rodgers and Hart still working on Metro's 'Hollywood Party.'

Harry Warren and Mack Gordon have written a tune around 'Design for Living.' Melody goes into the Par picture and DS, B&H will publish.

Al Dubin somewhere in Caliente. Harry Warren bought a shiny new car.

Alburt Hatch's orchestra from KMXC played the forerun music for the 'Im No Angel' opening at Grauman's Chinese.

About the foremost authority on laws of bedroom slippers in their office during their vacation. Rodgers and Hart still working on Metro's 'Hollywood Party.'

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Pianorganist!

Omaha, Oct. 16.

Unusual stunt has been developed by Eddie Butler, KOIL studio musician, in using both piano and organ together on same broadcast.

Organ 1. Council Bluffs studio is small, so that piano can easily be placed near organist's right hand. Butler uses piano to bring out runs, arpeggios, chromatics in harmony with organ number.

Listeners get effect of two artists performing, and few know of trick.

Agree practiced by Butler, but came to light when John Hix asked for rights to put Butler and gag in 'Strange as It Seems' cartoons.

New Tagline

(Continued from page 37)

In a way as to convey to impression that the program is connected with the advertiser paying for the spot announcement. Proposition here was voted down and the resolution so revised as to apply only to script and recorded shows and talks which though commercial in intent are presented on a sustaining basis. Concerned with this declaration as an unfair practice are dental and other medical associations which place their stencilled lectures as schedule fillers. Also magazine and book publishers offering dramatized excerpts.

Okayed without dissent was a resolution nixing the acceptance by a station of business on a per inquiry, commission or contingent basis and holding that nothing commercial go on the air unless placed at card rates. Convention also agreed that the NAB should take steps to standardize practices of measuring station coverage and program prestige and that a committee be appointed to study all sales costs with the idea of presenting recommendations at the next annual get-together.

Agin Pure Food Law

Another resolution that met with approval was one calling on the FCC to license stations for a full term of six months, as allowed under the Radio Act of 1927, instead of making them take out a license every month. At Bellow's urging the broadcasters also went on record as opposed to the advertising provisions in the revised Pure Food and Drug Act pending before Congress.

Convention declined to assume a policy with regard to opposing the practice of newspaper operated stations of dealing in combination radio and print rates or holding out publicity space as a premium or inducement. Arthur B. Church, KMEC, Kansas City, submitted a suggestion that the stations adopt a standard scale of discounts similar to that of the national webs. It would be 5% for 13 times, 10% for 26 broadcasts, 15% off on the basis of 52 programs, 20% for 100 and 25% for 300 times and over. When proposition of standardized discounts was passed along to the commercial committee for study, and report at the next convention, with this including run of schedule and five times a week contracts.

Nat Nazarro, who manages to turn up here at least once a year is back in town again. This time at the Nixon cafe as m.c. with Joe Scheraga's band.

Nazarro was last here as m.c. at Variety when burlesque site made a stab at vaudeville, before that m.c.'ed the Show Boat, a cafe, and the de luxe Penn in that house's presentation days.

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H'WOOD BRUNSWICK HITS RECORDING HIGH

Hollywood, Oct. 16.

Activity of Brunswick in recording out here is the greatest Hollywood has ever seen from a platter producer. Total of 46 sides were cut by Sam Perry, coast recording head, in one week.

Perry has contracted Gus Arnheim, formerly a Victor recorder, and has made six sides with him. Another new recruit is Sol Hoopli and his Hawaiian troupe, formerly with Columbia, who have made 12 recordings, including a number of pops. Col never allowed Hoopli to record popular tunes.

Mae West's four sides and a quartet from Carol Lofner's orchestra, as well as a number from Bing Crosby, were also made by Perry, who comes down from San Francisco this week to start a series with Crosby and Lennie Hayton's orchestra.

Film Ribs Radio

The feature film 'My Woman' (Col) deals with radio as a background for the sudden rise and eventual flop of a vaudeville performer. Considerable satirical matter on radio is included in the film. Chief lampoon is the buck-passing among the execs, the innumeral vice-presidents that block the path to the head man.

RADIO'S DPR RATES

Telegraph Concedes Station Rate

Minneapolis, Oct. 16.

Western Union and Postal are now extending the press rates to the individual stations for news flash and advertising copy transmission. Heretofore the privilege in broadcasting had been limited to the networks for news dispatches.

First of the stations to demand the special rates was KSTP, Minneapolis, which started the fight against the telegraph companies three years ago and even took its case to the Interstate Commerce Commission.

Ruth Betz Out

Chicago, Oct. 16.

Secondary quakes at the local Columbia system offices following the recent shake-up are now rearranging the publicity set-up. Dropping out of the spot is Ruth Betz, who has been handling press work for WBEM for some years.

Under the new deal all press stuff will be unified under Bob Kaufman as p.a. chief of CBS and WBEM. Kaufman brings in Bertha Feuers from the Chicago 'Daily News' to work with Evelyn Robinson on special assignments. Kaufman setting up a newspaper system on publicity with all copy-clearing through his desk.

NRA P.A.

The NRA has hit the radio p.a. George D. Lottman has made Ken Lyons and George Evans co-partners, inspired by the Blue Eagle. Jay Fargen is another other publicist who's been similarly patriotically moved.

OO's Filmites

Hollywood, Oct. 16.

Lew Frost, Coast program director for NBC, is here looking for other talent among the picture mob. Programs emanate from San Francisco.

HERE'S ANOTHER JOE MORRIS "WALTZ HIT"

GOOD NIGHT, LITTLE GIRL OF MY DREAMS

JOE MORRIS MUSIC CO.

1619 BROADWAY, NEW YORK CITY

Paradise and H'wood Restaurants Set Pace in Nite Life Struggle

A couple of years ago Joe Moss, Jacob Amron took in NTG (Nite Life Theatre) and established the Hollywood restaurant on the site of the old Rector's on 44th and Broadway as a free-for-all, al fresco, no-couvert cabaret-restaurant, designed to cater to the popular purse and catch the mass play. It was a quick click.

Such a click in fact that competitive clique headed by some of the Broadway boys, with Nicky Blair as manager and Jack Adler as attorney-president, figured that a bit more lavish place with a nuder floor show, and paced by the same confederer, NTG, should also get over. So they took Grandlund away from Moss-Amron and established the Paradise on 49th and Broadway, diagonally across the Main Drag from the Hollywood, and their theories bore fruit. Both spots seemingly, in the midst of the depress 'n' everything, evidenced that a \$1.50 to \$3-per-head tariff would appeal to people who had long since paid the idea of a nuder floor show to a fixed overhead of \$2 to \$5 cover charge and mineral waters, or other mixers scaled at \$1 and \$1.50 a bottle.

This is all prelude to the present-day band battle between two otherwise good friends, Paul Whiteman and Rudy Vallee, who are radio-subsidized at the same rate. Whiteman, advertising agency and who share a common rehearsal studio Thursday all day, prior to their common Thursday nite broadcast periods.

Broadway is in the throes of a big comeback right now—or hopes so. The lid is off, selling is open, the word has gone out that everything's o.k. so far as the Federal Reserve is concerned and with NRA 'n' everything the nite life impresarios really feel that big doins are in prospect. Big Dons mean big biz, and so they're going heavy on the nut. This explains why two such expensive name attractions as Whiteman and Vallee can be added to the normally large overhead of the establishments such as the Paradise and Hollywood, which have grossed upwards of \$20,000 a week in food checks and have had talent budgets of \$8,000 and more a week.

Repeat alone figures in the about-face attitude as both syndicates operating the competitive spots had decided over the summer, on one side, get-together with heavy loss, was smarter to play up the floor shows and otherwise keep the talent nut down. Repeat alone made 'em shun the plans, the nite life impresarios, Whiteman, and so the Paradise corralled Vallee.

Other exigencies must have figured also. Since Sabrina, with Ben Marden, is reopening the Palais Royal, and Lyman himself has an idea for a big spot at the old Churchill's, now known as 'Zeeng's', a showman's move.

Vallee opened Wednesday (11) and Whiteman's gala was Friday night (13). Both had won openings; both in ultra auspicious and both should do biz.

If the nite life spirit currently obtaining in any of the spots, including the Paradise and Hollywood, is any criterion, all the nocturnal amusement impresarios hope for should materialize. Hollywood Revels of 1934, staged by Danny Dare, special lyrics and music by Dave Oppenheim and a chorus of 15, is an amazing floor show. Vallee and his Connecticut Yankees with Alice Faye, featured vocalist, are starred above everything. Jerry Lester, m.c. from the Palace, is a skilful and crisp m.c., pacing the proceedings well. Pietro Gentili, radio baritone, and Florence and Alvarez, oked in as the featured in prominence, and all registering.

Follows an array of specials including Kay, Katya and Kay, who do three come with the show on the floor show; Barbara Blane, acrobatic dancer; Iris Ardian, Betty Real, songsters; the Girl Friends, who are a filler-in act; and a chorus without the band Alice Kellerman, danseuse; Gary and Dixon, dance team; Marion Martin, featured nite, with Harriette Myrno, a Golden Moment, a nite in Atlantic City beaut pageant, and Katherine Spector, 'Queen Esther', another prize beauty; also Catherine O'Neal. There are 24 girls, all well schooled by Danny Dare, with a number of likely changes and novel production ideas.

As with the Paradise revue, herein noticed in detail, revue does its stuff three nightly, dinner and a midnight and 2 a.m. frolic, the fullest show of the upper section. It's designed for popular audience attention, arresting or otherwise, at the pleasure of the patron, although it is to the credit of both that the diners are offered much to grip their interest.

Surprising not a little is the very good sanitation given out by Val-

lee. His combo seems to have undergone quite a change of pace from his last metropolitan dance engagement, at the Hotel Pennsy, where it was a Peppy and socko and gets 'em out on that and so.

Vallee himself does a highly commercial and showmanly specialty, making a late entrance (another leader wields the baton for the early dance sets), and starting off with a medley of his old-timers, and thence into the more recent pops. The prime draw seems to be up to the band maestros in both spots and both recognize this by a highly original presentation.

Paradise Restaurant: To augment the Paul Whiteman engagement, the management has gone plenty on the nut for its most lavish floor show yet. Girls, talent, class, color, nudity and general allure, if seen under a continental aura, say such as Paris, would have the American tourists limp. Same should go for the Broadway visitors from within and without the city.

Show has more credits than a bank. It's the last work in lavishly decorated multiple settings, under the aegis of NTG who is also confederer, have blended it into a brilliant ensemble.

But with these beauts, the top lookers in New York, little else would matter, probably. But it's loaded with talent and scenic and sartorial investiture that would ally during the Ziegfeld production. That's saying plenty.

The girls are unquestionably among the champ beauts extant. They go for the Broadway visitors, a natural gravitation by the lookers toward the Paradise as a parading place.

With it there is a lot of serious attention manifested to a show which holds so much that repeat trade is inevitable to absorb it. The girls are set to indicate a natural gravitation by the lookers toward the Paradise as a parading place. With it there is a lot of serious attention manifested to a show which holds so much that repeat trade is inevitable to absorb it. The girls are set to indicate a natural gravitation by the lookers toward the Paradise as a parading place. With it there is a lot of serious attention manifested to a show which holds so much that repeat trade is inevitable to absorb it. The girls are set to indicate a natural gravitation by the lookers toward the Paradise as a parading place.

Sanford Sidor and Buddy Green fashioned the special songs; Grandlund supervised and staged it all; Gluck Sidor staged the special line, Broadway Lady, Argentina Fidalgo and Cowboy songsters; Arthur Bradley the opening, Crazy Walk, Football and Eskimo numbers; the Paradise Waltz staged by Stanislas.

Titles of these numbers, alone all lavishly done as to costuming, gives an idea of the elaborateness of this floor show. Your come from Dubuque will go nuts about it. As for the Whiteman orchestra that's a show in itself. Jack Fulton, m.c. from the Palace, is a Peppy and socko and gets 'em out on that and so.

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among the customers are many of the city's elite. One night the past week more than 160 guests were clocked within two and a half hours. On Saturdays hundreds are turned away. Magnificent prices, for a glass of beer, etc., and the 'underworld' atmosphere.

Establishment has a three-piece orchestra with a blinking light and a line of five girls. Each of the girls comes out again to do a specialty to make it look like a big show. The girls are dressed in night. There's a m.c. who does 'The Last Roundup' with a baritone voice which boasts depth of scale if not quality. Singing waiters do everything from 'Yiddish Mama' to Irish ballads without removing the towels from their arms. Crowds are the most used to be seen anywhere, including society folks, slummers, film row folks and under-world denizens.

Sammy Milstein on a less than \$100 investment and it's a gold mine. Sammy always had a yen to own a night club and his fondest dreams have come true.

EMBASSY CLUB, N. Y.

An extraordinary floor show for the smart patronage this East 57th street hold for and certainly a highly expensive overhead. The nut for the spot is placed at around \$7,000. Considering the no-couvert (it's a night club) and the fact that some, say the place can't get even. But Al Howard, operating, has been around too long not to realize what he's doing.

Ethel Merman Yacht Club Boys, Antonio and Renee DeMarco, Bob Grant and his orchestra (he was in Grandlund until he labeled as highly during the Ziegfeld production. That's saying plenty.

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Chicago Picks 13 Bands, 4 Singers As De Luxe Plugs for Music Biz

A Phoney

A phoney has been attempting to crash cash checks and convert charges as a VARIETY staff man.

VARIETY staff men do not ask for such courtesies. This is generally known to most nite club managers and press-agents.

It's Knock Down and Drag Out Getting Studio Cream Spots

Competition between studio music departments' first-chair musicians is keener now than at any time since the first musical flood. Each of two studios has contracted almost a score of men in the past few days and two more are also lining up contract orchestras. Current total is close to 80 musklers under signature to four lots for exclusive bowing and tooting.

Latest to contract a crew on a permanent basis is Radio, where Max Steiner placed 17 men under legal papers for six months and an option for a similar length. Joe Heindl is contractor for the band. Two weeks ago, Warner's First National spotted 18 orchestra men for a year. Metro and Paramount have had contracted combos of 20 a piece for some time, Par never relinquishing the group it acquired when musicals first came in.

United Artists and Fox, the last of the big lots without contracted music crews, are hunting for men to spot on a steady basis. They are finding it a little tough to get ace men, however, because of the raids on their regular orchestras by other studios, which offered contracts. Also local musicians' union restrictions on bringing in men from other jurisdiction is a factor to be contended with.

Some close friendships between studio musical directors have been split asunder for the recent contract jures. Baton wavers can't remain pally after one steals another's brass section or favorite tympani pounder and plenty of icy looks are being exchanged because a pair of singers have been lured away from their alma studio by documentary promises of steady, rosin money.

Bricktop vs. Dinah

Dinah, colored singer whose night spot fame soared with L'Ange Bleu (Lue Angel), Montparnasse, reopened Champagne-Elysees niterie Pot aux Roses after grief in Biarritz.

Story is that Bricktop of Montmartre staged a party to irritate her rival, gossiping about the Prince of Wales not staying long whereas Dinah-rooters say he arrived at one and didn't leave until wee hours.

Dinah's going strong at the Pot now with two bands, jazz and nifty tangos.

GERSHWIN GUESTING

High-brow Pittsburgh Symphony Orchestra, with a subscription list that reads like the social register, going pop for its first concert of the 1933-34 season, Nov. 19, by bringing in George Gershwin as guest conductor and guest artist.

Symphony will do as close to an all-Gershwin program as possible.

ick at Edgewater

Harry Sosnick orchestra moves into the Edgewater Beach Hotel for the winter season, replacing Mark Fisher slated for dance tour through the South.

Sosnick on NBC for the Edgewater dance night, CBS listeners also through his participation in the Swift-Olsen and Johnson show.

Chicago, Oct. 16. There are only 13 bands of outstanding worth as song-pluggers, and just four vocalists that can really make a song. This is the consensus opinion of the western music publishers and their offices, with a request names be withheld.

While no publisher would answer the question, 'Whom do you consider the best plug on the air for a number?' because it was too tough to pick out a No. 1. But on punching of the names, the following were listed by the publishers: Guy Lombardo, Wayne King, Ben Bernie, Vincent Lopez, Phil Harris, Rudy Vallee, George Olsen, Fred Waring, Paul Whiteman, Abe Lyman, Jack Denny, Ted Weems, and the Casa Loma orchestras.

Individuals mentioned are Morton Downey, Ruth Etting, Kate Smith, and Bing Crosby. These are people who would get copies of a song if there was a scarcity of orchestrations; or if the publishers are out for a quick plug. Publishers agree that if those names are out on a nuder floor, it means something to the music trade. These are the ones who can popularize and sell music.

Names like Eddie Cantor, Al Johnson, Harry Richman were considered great radio bets but admitted non-commercial as far as publishers are concerned.

Big commercial programs were admitted okay if they could be secured quickly enough, but the long period between the spotting of the song and its playing over the air makes it practically useless for plugging value. Figure that it would take six weeks before a song on a program such as the Sinclair Minstrels or Maxwell House Showboat would reach the air due to the scheduling and rehearsal. Besides there's a mess of red tape on the commercial programs, the publisher having to contact sponsor, advertising agency, director and performer, with any one of these likely to kill the plug for some personal reason. With one of the bands or singers, however, the publisher can contact in the morning and have the song, on the air that night.

CINCY GOES HARLEM; NEW IN THAT TOWN

Cincy's nite club mob is going Harlem for the first time. Yen was started by the awes and is spreading among the rest of the cafe element. Only colored niterie here is the Cotton Club, located in the old Sterling Hotel, which passed from white to black some years since. Until a few months ago the C. C. was patronized exclusively by Negroes. Now the whites are going there in so many parties as to almost be in the majority.

Cotton Club, managed by Nathan Michelson, accommodates 400 and had a 40-cent covert. Entertainment provided by colored bands, such as Frank Perry's Chicago Nightingales, and Billy Fowler's and Jim Raschel's combos, along with nine-people Negro floor show, with weekly changes of fare. Orks are radioed twice nightly over WFEE, 100-watter.

In back of Newport, Ky., across the river is a so-called black and tan cafe which has been operating a couple of years and getting a fair trade. It has colored entertainers and only white customers. At the Cotton Club there is one dance floor.

Chertok's Aides

Jack Chertok, head of the Metro music department, has added two to his staff.

David Friedman becomes production manager of the sector and Harry Highsmith is arranger in charge of vocal work.

ADDY BRITT'S KEYCITY

Addy Britt, song plugger, 414 East 52d street, New York, admits himself broke to the tune of \$5,053 in a voluntary petition in bankruptcy filed in New York last week. No assets.

Britt is with Shapiro-Bernstein.

Money Tangles Delaying 6 of 8 Pan Openings; Roadshows Off Meanwhile

Alexander Pantages' comeback as an important vaudeville theatre operator will be delayed till Jan. at least, due to financial entanglements marring opening of six of the eight theatres he intends running. The proposed Pan roadshows, to be booked out of New York by Arthur Isher, are therefore cold until the first of the year, perhaps later.

Pan has two theatres in Hollywood and Portland, Ore., next week, with vaude spot-booked locally in Los Angeles.

Salt Lake, Spokane, San Francisco, San Diego and Vancouver are seriously straightjacketed on the financial end that Pan may have difficulty in getting them open at all.

RKO, whose treasurer Herman Zohbel is receiver for the theatres, gave Pantages a clear path for a deal with other parties involved by declaring it wasn't interested in their disposition. Since then Pan has been dealing direct with the local receivers and bankers, also arranging settlement of the \$500,000 due from him on theatres in payment of a mortgage loan made a year or so ago.

Investments

Each theatre is individually sewed up with numerous claims, including back rent and unpaid charges, so that considerable funds are needed to open any of them. The only alternative to a complete payoff in order that the theatres may be cleared sufficiently to open, would be a compromise operating deal on a sharing basis or something along those lines between Pantages and the banks.

Fisher has been contemplating four and five-act units for the Pan route with intention of breaking in the shows in New York and sending them west. Proposed route involves two or three indie Fisher-booked weeks in New York, a three-week jump-breaker on the Billy Dix around book in and around Chicago, and then to the Coast on the Pan time. Fisher declares a roadshow proposition isn't possible now with only two Pantages houses open, and both on the West Coast and nothing in between, and that it can't happen until at least eight Pantages weeks west of New York are available.

The Pan roadshows, if materializing, will be budgeted at approximately \$2,000.

Expo Midway as Revue Breaking In for B&K

Springfield, Ill., Oct. 18.

Great Stars (Balaban & Katz) opened the new stage show policy last week at the Orpheum with 'Midway Nights,' the cast of 50 being recruited from the midway at the Chicago World's Fair.

Cast is headed by Rosalie, fan dancer from Old Mexico, and Mona Leslie, with her 'Nudity in Gold.' Other principals are George Beatty, Midway Barker, who is m.c., Prosper and Maret, from the Oriental Village, Dennis White, from Hollywood, and the Midway Beauties.

Presentation looked a little ragged in spots. Members of the cast said four a day is a welcome relief from the Midway gang who had faded from the last yokel had faded from the fair grounds.

Ahead of Lombardo

Chicago, Oct. 16.

Bunny Bryan, who has been manager of the B&K, vandilms Belmont, has turned in his resignation.

Turning press agent and will go ahead of the Guy Lombardo band.

MISSISS PALACE DATE

Loss of baggage in transit forced Owen McGivney off the current bill at the Palace, New York.

Quick change specialist played Cincinnati two weeks ago and brought his baggage to New York when closing. When it came to opening at the Palace Friday (13) the scenery couldn't be located. Bill was hurriedly rearranged to all the gap.

The 4 Lee-Lees

San Francisco, Oct. 18. Fanchon & Marco had the Four Lees booked into the Orpheum for current week.

Quartet blew into town night before opening, piped the ads and lobbied billing them as Lee, Lee, Lee and Lee. So they whipped out their contract, passed anger under a billing clause and forced a change in all advertising to read 'Johnny Lee and the Three Lees.'

LEO PLANNING 10 ACTS TO COUNTER L.A. ORPH

Los Angeles, Oct. 18. Addition of 10 acts of vaude to his picture policy is planned by Joe Leo for the Los Angeles. Latter has taken it on the chin since the Orpheum reopened with a 10-acter.

Leo may also install the same vaude policy in San Francisco.

Week of Vaud Time in East Canada as Test

St. John, N. B., Oct. 18.

A new vaudeville circuit is being experimented with in the northeast. Time embraces the Capitol, in St. John, N. B., Friday and Saturday; Capitol, Halifax, N. S., Monday and Tuesday; Capitol, Moncton, N. B., Wednesday; travel Wednesday and Bijou, Bangor, Me., Thursday, Friday and Saturday.

There is a possibility of another week being added, consisting of one and two-day stands through central and western Maine. The circuit was arranged out of the Famous Players office in Boston.

The first of the vaudeville programs to make the trip was made up of McGarry and Dawn, dancing; Al and Fanny Steadman, Walter and Iris LaMar, Parmita-Millet Revue.

The addition of the vaudeville is reported to have pepped up business at all the theatres involved.

Harry Goldstein Heads Pitt's Variety Club

Pittsburgh, Oct. 18.

Annual election of officers for Variety club resulted in naming of Harry Goldstein, Paramount exchange manager here, as president for 1933-34, to succeed John Maloney, Metro branch head. He will be inducted at club's yearly 'Big Top' banquet at William Penn hotel Sunday night.

New v-p's are Harry Kalmine (WB) and Mike Cullen, manager of Loew's Penn; James G. Balmer (Harris Amus. Co.), sec.; and Dr. L. G. Beinhauer, treas.

Units Hasten Vaud

Spot booked unit shows which broke the ice are credited with hastening the return of regular vaudeville to Loew's, Montreal, which goes into a policy of six acts on a full week Oct. 21.

Canadian house goes on the regular Loew book with a \$2,500 budget. It went straight pictures several months ago, but in recent weeks has used medium priced units on the stage, with favorable results.

CRAWFORDS OPTIONED

Option on Mr. and Mrs. Jesse Crawford for four additional weeks at Keith's Memorial, Boston, has been taken up.

Makes the stand here eight weeks altogether. Booking was through the Rockwell-O'Keefe office.

ANYTHING'S BETTER

Harry Lang is back in vaude as an actor. He is partnered with Louise Squires.

Formerly of Lang and Haley, the comic has been agenting for a couple of years. That ceased being funny.

Saranac Lake

By HAPPY BENWAY

Saranac Lake, Oct. 18. List of names and addresses of showfolks patients at the N. V. A. sanatorium and elsewhere on Oct. 1:

N. V. A. Sanatorium

Tommy Abbott, Dan Astella, Fred Bachman, Stella Barrett, Happy Benway, Betty Blair, Marya Blake, Fred Buck, William Canon, Alice Carman, Jack Casey, Phil Climax, Ethel Clouds, Edith Cohen, Maurice Cohen, Robert Farley, Olga Galer, Helen Gladstone, Archie Goulet, Dorothy Harvard, George Harmon, Ruth Hatch, Al Jocker, Elsie Johnson, Fannie Klein.

Johnny Laycock, Leo Massimo, Victor Monroe, John Montalese, Armando Monte, Richard Moore, Danny Murphy, Harry Namba, Angela Papulis, Joseph Parker, Salvadori, Ragone, Louis Rhinold, Nellie Quately, Ford Raymond, Fred Rith, Ben Schaefer, Salome Schilling, Tommy Vicks, Catherine Vogelle, Mickey Walsh, Murray Weston, Dorothy Wilson, Toni Temple.

Elsewhere:

Harry Barrett, Broadway; Charlie Barrett, 302 Broadway; Frisco DeVere, 9 Front St.; Leonard Cowley, 26 Sheppard Ave.; Marlon Greene, Alvin Lodge; Margaret Grove, 174 Church St.; Dave (D.D.H.) Hall, 764 Bloomingdale Ave.; Lee LaMar, 10 Forrest Hill Ave.; Vernon Lawrence, 60 Lake Flower Ave.; John Louden, 99 River St.; Andrew Molony, 53 Woodruff St.; Marnie Lowy, 23 Franklin St.; Joe Kelly, Sunmount, N. Y.; Teddy Kornell, Sunmount, N. Y.; H. L. Peck, Sunmount, N. Y.; Harrison J. Carter, Sunmount, N. Y.; Francis Dugan, Sunmount, N. Y.

Left the N. V. A. Lodge during August and September: Fritz Bender, Annames Powers, Dale Newell, Rita Nolan, Romeo Donatella, Joseph Donatella, Katharine Lowenberg.

New arrivals at the N. V. A. Lodge during August and September: Robert Farley, Salvatore Ragone, Mickey Walsh, Armando Monte, Alice Carman, Murray Weston, Salome Schilling, Helen Gladstone.

Meyer Golden, Foremost Flash Producer, Dies

Meyer Golden, who died in New York Oct. 10 of a heart attack while sleeping, at the age of 63, was the foremost flash act producer of his time, known as 'the Ziegfeld of vaudeville.' During his career as a producer, stretching over a period of 20 years, after beginning as a singer, Golden staged and presented more than 100 acts.

Golden came over from Europe in 1889 as a member of the Golden Quartet. On the side he made records in Yiddish for the Victor Talking Machine Co., some of which are still played. Later he produced and appeared in the Great Golden Troupe, but his pretentious venture as a producer was an act called 'A Night in Spain.' Shortly after that he issued 'Yarmark,' which set a new standard for lavishness in vaudeville production and became perhaps the best-known flash act ever staged.

For the past several years Golden had been a sufferer from heart trouble. He made more than 15 trips to Europe in search of a cure, returning from the last one only a week before his death. On the last trip he was informed by European specialists that further treatment was useless and he had better return home.

Maurice Golden, the producer's eldest son, who appeared in many of his father's acts, left the stage several years ago to aid his ailing father in the production business. Recently the younger Golden took practically complete charge of the office, and now succeeds his father as its head. Another son, George, is also in the office. Besides the two boys, the widow survives; also a married daughter who lives in California.

POWELL IN 'QUILT'

Eleanor Powell joins Billy Rose's 'Crazy Quilt' in Milwaukee next week.

Miss Powell, set by Murray Ritter of Cohan & Allen, replaces Ann Pennington in the tab.

Forty Years Between Covers

Trouper Imhof Likes Pix Only Because He Gets Time to Write

Whee!

A route!

Wills and Davis, through Blondell & Mack, have been set by RKO for 10 weeks, including Boston, where they opened this week.

\$6,000 FOR SALLY IN \$2,500-% N.Y. PAR WK.

Under her split, Sally Rand took \$6,000 out of the Paramount New York, on her week's engagement last week, by drawing more than had been anticipated after \$45,000, had been agreed upon by Par as the split figure.

House did \$52,000 with Sally and 'Torch Singer' (Par). Par dancer was in at a salary of \$2,500 and the split.

She's at Earle, Philadelphia, this week at the same salary and a split over \$20,000. RKO may pick her up from there. Ben Serkovich, who exploited the Par week, will continue handling the fanner on her stage dates.

Chicago, Oct. 18.

Vaude producers already making use of the World's Fair tag which is proving a sure-fire attraction at the box-office. Due to the s.a. rep that the Fair has gotten throughout the country, that Century of Progress date-line shows is all that's necessary. For instance the 'Midway Nights' unit, billed as direct from the Chicago Fair, is playing to stand-out records throughout the midwest.

Headed by Rosalie, fan dancer; Unit now booked on all RKO time in this territory.

Sally Rand wants to come back to Chicago for personal appearances and through agent Max Turner is soliciting dates here.

Akron, O., Oct. 18.

Akron this week got its first glimpse of the fan dance, made famous by Sally Rand, at the Chicago Century of Progress.

Yvonne Nova, billed as an extra added attraction, gave her own version, kept the whole audience on edge of their seats and created much excitement, but brought no interference from the police.

Local news commentators gave the dance much space and the house packed 'em in as the result.

B&K VS. RKO

Battle Involving Wayne King in Chi Date and 10 Weeks

Chicago, Oct. 18.

After being tentatively set for an RKO route starting at the Palace here on Dec. 15, Wayne King gets between two fires with B&K, step-pling in and demanding the King outfit for its own Chicago. Now a four-way argument is on as to which theatre is going to play the band with B&K, RKO, MCA and Andrew Karzas on the four corners. Both RKO and B&K are needed on the deal since neither has enough time to make it profitable for King to leave his ballroom spot.

Figuring on a 10-week route with Karzas having granted permission for the leave of absence from the north side Aragon ballroom.

1-NITER GOES FULL WK.

Middletown, O., Oct. 18.

Strand, managed by Mark Wolf, will combine stage shows with pix as a regular policy starting Sunday (22). First attraction is Ches Davis' 'Chicago Follies,' a 25-piece unit. It will be followed by Marie Pearl's revue.

Bookings by Gus Sun Joe, which has been supplying house with vaude on Sundays only. Theatre seats 1,500 and will give three performances on weekdays and four on Sundays. Admish 25c.

KENNEDY-HALL

Hollywood, Oct. 18.

Edgar Kennedy and Ben Hall are breaking in an act in local spots. Kennedy was an RKO two reeler comic. Hall also comes from shorts.

Team expects to go east with the act after breakins.

Hollywood, Oct. 18.

For 25 years Roger Imhof has been writing a book; tory of vaudeville; Imhof, who has spent about 40 years on the stage between burlesque, musical comedy and vaude, mostly in the latter with his own act, Imhof, Conn and Corenea, is now in pictures under contract to Fox.

During his 40 years on the stage he has saved every bill on which he played. He has some 70 scrapbooks filled with programs, handbills and billing accessories. He also has collection of every theatrical magazine published in this country. Most of them have gone out of business. In a large red book he has the name, rate and location of every hotel in America, patronized and made famous by show people. His collection of programs, dating from Tony Pastor's up until three years ago, show that Imhof at some time or other was billed over nearly every big picture name. In those days, in combination houses, vaude was topped over the picture.

When Downfall Started

Downfall of vaude shows plainly in the programs, for around 1922 vaudeville houses began elevating the picture above the acts.

Imhof explains that at 60, after 40 years on the stage, making pictures is slow. However, it gives him time to work on his book. He misses the activity of the vaude troupe, the hotels, trains and other things familiar to the troupers. It's nice to have a home but, after all, 40 years on the road develop habits that are hard to overcome.

During his vaude days, despite the changing of the type of entertainment, Imhof only appeared in three acts, 'Surgeon Louder, U.S.A.', 'The Slap,' and his most popular sketch which survived for 20 years, 'The Pest House.' Eight years ago his partner, Hugh Conn, died. Other players who came into the act had to take the Conn name, Corenea (Mrs. Imhof), is now retired, living with her husband in Beverly Hills.

Austin Settles Down For Winter in Dixie

Charlotte, N. C., Oct. 16.

Gene Austin and Mrs. Austin, and Robert Kerr, his manager, have taken an apartment at the Hotel Charlotte, for the winter. They are booking theatres in this and several surrounding states, covering a territory of which Charlotte is the center. Bookings now include 20 theatres.

For the first week out they play Greenboro, Raleigh, Durham and Winston-Salem. The families of the troupe members remain here. Gene has arranged to purchase a plane here.

Discipline for Acts

Acts which do not live up strictly to regulations face prompt cancellation by the Paramount, N. Y., which is beginning to get tough in that direction.

Last week the house cancelled Hal Le Roy, dancer, prior to opening as a result of failure to show up for rehearsal. Le Roy was booked for \$1,000.

A few weeks ago the house had made up its mind to cancel Frank Fay, when he couldn't be located up to day before opening, but changed its mind.

KLEIN AFTER PALACE

Arthur Klein is making overtures to RKO for the Palace, New York. He wants to revive straight vaudeville there.

Klein's last venture, also straight vaude, was at Moss' roadway a year or so ago.

'Ga. Minstrels' Time

Seattle, Oct. 18.

Richards & Pringle's 'Georgia Minstrels' is being booked in N.W. by Kohnley & Roscoe, for Fanchon & Marco.

Opens Oct. 20 or 27 at Oriental (Hamrick), Portland, then a week at Rex (Hamrick), Seattle.

THIRD MAJOR VAUDE BOOK

L.A. DOWNTOWN DITCHES VAUDE

Los Angeles, Oct. 16.

After a continuous policy of vaudein for the past 13 years, Warner's Downtown went to a straight presentation policy last Wednesday. House has had vaude on the stage since Alexander Pantages opened it in 1920. New Warner policy leaves only the Hippodrome, Million Dollar and Orpheum continuing vaude in the downtown area.

Hipp originally was the Ackerman & Harris house here. Building is owned by Adolph Ramish but was operated by Bert Levey for a number of years. About a year ago, Levey turned the house back to Ramish, but continued to book it. Million Dollar is booked by Jean Melkiohn and has had the vaude policy for the past two years. Formerly it was a presentation and straight picture house operated by Publix. Originally it was Sid Grauman's ace house.

Orpheum, onetime ace RKO coast house, now playing 10 acts of vaude and double features, is the best of the city. Other houses which claim with the death of vaude acts, it's impossible for a deluxe to play acts for the Orpheum, which gets 35c top. House has been opened for five weeks and has already used 50 acts—about all there are in this neck of the woods.

SIEGEL SUES TO HOLD LILLIAN MILES, 'FIND'

Lillian Miles has been subjected to two salary attachments and a pair of injunctions in the past two weeks as a result of Al Siegel's attempt to hold her to an alleged personal management contract. Siegel declares he was notified by Miss Miles that she is severing connections with him.

Miss Miles' salary at the Palace, New York, last week was attached by Siegel, who had slapped a plaster on her pay envelope in St. Louis the week before. Further litigation prevented her appearing as booked at the Fox, Brooklyn, this week. Siegel obtained an injunction against her Brooklyn engagement the day before opening day (Friday). The theatre, to protect itself, enjoined Miss Miles from playing anywhere else until lapse of Siegel's injunction permits her to fulfill her Brooklyn contract. The Fox substituted Countess Albani for Miss Miles on the current show.

Siegel, who has retained Max Suter as counsel, claims he found Miss Miles singing in a Los Angeles nite club. Miss Miles, who had appeared in a few pictures, was taken into vaudeville by Siegel, succeeding Bee Palmer, Ethel Merman and Lillian Shale, who were earlier Siegel 'finds' and for whom he was credited with creating individual singing styles.

RKO Booking Office On the Coast Folds

Los Angeles, Oct. 16.

RKO, with only one house on the coast, the Golden Gate, San Francisco, playing vaude, closed its booking office here last Saturday (14).

Bern Bernard, who had been in charge of the office, and William Melkiohn have transferred their activities to Beverly Hills. They will devote their efforts to agenting for pictures. Charles Hatch, who was the RKO outdoor booker, will join Bernard and Melkiohn.

LEGIT TO VAUDE

Chicago, Oct. 16.

Joan Abbott handed in her two weeks' notice on the 'Take a Chance' legit at the Erlanger to break in for vaudeville.

Opens at the State-Lake Oct. 22, headlining with Al Kvale, who comes in to m. c. replacing Verne Buck.

The Double Crutch

Fred Allen observes that performers are behind General Hugh S. (NRA) Johnson to a man.

Ned (Clothes) Norton is now carrying two canes.

'PINK' HEADACHES

Armi Duplicates Jim Barton's Hollar on 5 Shows

Further quakes are rocking the 'Strike Me Pink' unit which showed at the Palace here last week. Started by Jim Barton's reluctance to play five shows daily, the idea has finally reached the second headliner, Armi.

Gal also hollering at the fifth show and threatening to walk out.

2 Shanghai Circuits; Sister Team and Vera Gordon Picked Wrong

Seattle.

Advices from Shanghai are that two American acts, a sister team, and Vera Gordon, were sent back to the States, after having been booked for a cafe circuit, the acts claiming misrepresentation.

There is a class cafe circuit in that part of the Orient and evidently the sisters thought they would play that. When they found it was a beer parlor affair, with plugging for selling drinks, a part of their job, they rebelled and the American consul came to their rescue, with the trip back resulting.

The other cafe circuit is class and does not permit performers even to mingle with patrons.

MUSIC TABS WITH PIX AT 40c NEW LOW, MPLS.

Minneapolis, Oct. 16.

Orpheum's selling stage shows with pictures for 40c, record low admission price, may precipitate a price war among loop houses after the 4,200-seat Minnesota (Publix) reopens next month.

The Singer showhouse offered 'Shuffle Along' and aims at its regular straight picture prices of 20c to 2 p. m., 25c to 6:30 p. m., and 40c thereafter. House has 'Strike Me Pink' booked in for Oct. 20.

Baseball Bookings Fizzle at 11th Hour

Members of the New York Giants haven't been able to get to first base in the vaudeville biz. Although most of the Polo Grounds team has been submitted, none has been booked. With the series now a dead issue, it looks like none will.

Nearest any of the baseballers got to a date was the approach of the Giants' Big Four pitching staff. They almost played the Radio City Romy this week as added attraction at \$5,000, but Romy changed his mind. The four fingers are Hubbel, Schumaker, Fitzsimmons and Parmelee. They eventually shaved their asking price to \$3,000, but no takers.

Bill Terry 'Giants' manager, first asked for \$7,500, single, but he reduced also, to \$5,000. But no dice for him, either. Joe Cronin, Washington pilot, missed out on \$35,000 in bookings. He was sure-fire for 10 weeks on the combined circuit books at \$3,500, per before his team dropped the series.

Al Marnaux, whose Newark Bears again finished on top in the International League, is making his customary winter vaude expedition. Under Murray Ritter, as usual, and with Luddy & Smith engineering the Loew deals. Marnaux opens Nov. 3 at Newark.

RKO, LOEW SOLO; OTHERS COMBINE

Minor Booking Offices and Semi-Indie Chains Talking Vaude Amalgamation with Single Mutual Head—RKO and Loew Not In, but Welcome—Meeting This Week—40-60 Weeks Possible

EASIER BOOKING

The vaudeville bookie office amalgamation idea is up again, this time as a three-way proposition. If it goes through as now planned there will be three major booking offices—Loew, RKO, and a third one composed of the odds and ends of major playing time now around.

In the past the booking office amalgamation proposals have always been considered on a single office basis, with all circuits mutually participating. This time it would seek to create a third major book of equal or greater proportion than either of the two recognized leading books.

In addition to the booking offices mentioned, two or three semi-independent theatre circuits are also said to be involved. They either book through established offices now, and would withdraw in event of an amalgamation, or are considering operating their own booking offices.

Nothing on the proposed mode of operation or a slant on the suggested details is yet available. The proposition is in its elementary stages at this time, but due to be developed this week at a meeting of those involved.

RKO and Loew are understood not to have been included for obvious reasons, although the reported attitude of the others is that if either of the principal majors wishes to come in, it would be welcome.

Combo Block of Time Combined playing time possible for the combined or grouped third booking office is estimated at anywhere from 40 to 60 weeks. The amount depends largely on the participants' attitude toward the return of vaude in their theatres. On actual playing time now open in their theatres and on their books, it's unlikely that those taking part could pool more than 20 weeks.

RKO is expected to be placed in a much better vaude position by the resignation of Harold Franklin, who was admittedly vaude's chief antagonist on that circuit, while Loew has been talking revival all along. If that should mean increased playing time on either or both circuits, the third booking office would fit perfectly into the picture.

Those now talking amalgamation of their comparatively minor vaude interests are not having an easy time of it in obtaining shows for the few weeks each has separately to offer to acts. Combining forces with others in the same position, for one good sized book, would ease that problem considerably.

They are said to be willing to settle on one mutually selected head for the booking office. The problem of who should be the boss has been the chief factor in the collapse of similar deals in the past.

Levy's 8-Actors

Seattle, Oct. 16.

Bert Levy is now booking eight acts to Liberty (Evergreen), Portland; Orpheum (Oldknow), Seattle; Orpheum (Evergreen), Spokane, week stands at former two towns; four days at Spokane.

Wenatchee and Bellingham are also on the Levy time for one or two days per week.

Two Weeks' Notice

Milton Berle's disarming acknowledgment of his free 'easy manner of adopting' material was a big inside laugh at the Paradise restaurant premiere when, from the floor, he congratulated Joe Penner on his broadcast.

'I caught that show, Joe,' said Berle; 'it was good—it'll be on the Old Gold program next week.'

MURRAY IN ARREARS

Mrs. Wants \$2,000 Alimony—The Name is Boncourt

Ken Murray, vaude and film comic, in private life Kenneth Boncourt, is alleged to be some \$2,000 in alimony arrears by his wife, Charlotte Murray, with whom he did a vaudeville act until their legal separation on May 20, 1928, when a \$75 weekly alimony award was made.

Through her attorney, J. T. Abeles, the wife is seeking to recover the two grand. Murray is currently on the Coast in films.

Bob Hope's Brother And Adagio Dancer In Sidewalk Fight

By chance, Louis P. Randall, attorney, ran into a flaccid encounter at the corner of Broadway and 47th street right in front of the Palace between Bob Hope's brother, George Hope, and Ted Bradford (Adler and Bradford). Randall is attorney for both Bradford and Bob Hope, but not the younger brother.

The battle was over some alleged material lifting, Hope accusing Bradford of simulating the box plant routine which he does for his brother, Bob. A cop stopped the scrap and was escorting them to the 47th street police station.

Randall walked along, told the cop that he happened to be the attorney for both, and influenced both not to press charges for assault that each had been threatening, showing them that it meant a night in jail until they cooled off and a hearing was arranged.

Both, concluded that was best, straightened their ties and waved the cop good-bye.

BAND IN BROADCAST OPPOSISH TO ITSELF

San Francisco, Oct. 16.

Ted FloRito will play opposition to himself when he appears in two Frisco theatres tonight (16). FloRito is, and has been for several weeks, at the Fox doing presentation at each show.

Tonight he does the first of what may be 13 weeks of Monday night broadcasts for MJB-coffee via NBC. And tonight's show is being done from the stage of Fanchon & Marco's Orpheum, under a deal worked out for F&M, by Bob Collier, with the Lord & Thomas agency and MJB.

At 7:30 p. m. MJB will lead his band in a half hour radio 'show' broadcast from the Orph stage, and at 8:10 will be one block up the street, continuing his regular schedule of Fox performances.

Fox theatre's reaction couldn't be obtained as Joe Leo and Henry Goldenberg were out of town at the time the deal was set. MJB had to play up FloRito's dance band connection with the Hotel St. Francis and entirely omit his Fox association.

Retearing for Air

Wilton and Weber are reuniting, but for radio only. They'll continue separately in vaude while trying to land as a twosome on the air. Weber dissolved the partnership last year to go into 'Americana'. He's currently in Joe Cook's 'Hold Your Horses'.

Hope for Vaude At RKO Revives As Franklin Out

Harold Franklin's resignation as RKO's theatre operating head is regarded by the vaude-minded as a break for stage shows. open anti-vaude attitude during his 20 months in the driver's seat was always regarded as the principal bar to stage entertainment in RKO theatres.

Booking-office people and others at RKO now think that no matter who succeeds Franklin, no less sympathy for vaude can be shown; and possibly whoever comes in will give vaude the benefit of the doubt.

Franklin's record at RKO classed him as a strictly straight picture theatre operator. Under Franklin the playing time on the RKO vaude book diminished from 75 weeks to 64 within a year. The low mark was reached this past summer, and since then there has been little improvement with only 10 weeks now on the books and the stage season well under way.

Franklin exhibited his vaude sentiments in two ways—by taking it out wherever possible, and in his favoring of Martin Beck as the booking head over what remained of RKO vaude. Beck never entered an objection to the removal of vaude from any theatre in the booking office. He was Franklin's pal until he got on Franklin's nerves.

Hope for vaude via RKO, still regarded as a vaude circuit by the vaude-minded, now run higher than at any time in the last two years.

FAY DIDN'T SHOW UP, CANCELED BY MICH.

Detroit, Oct. 16.

Frank Fay was cancelled at the Michigan after the third show opening day because of failure to appear for that performance and his conduct at the second show.

Herschel Stuart went back stage to talk to him but Fay stated that he was unable to work with the piano player he had picked up here for the engagement. Stuart promised another piano player for the third show. He also sent Fay a note from the office stating that there was an investment of \$20,000 involved.

Fay was in at a salary of \$2,000. There were no refunds asked for by the audience and the show was shortened, with no act taking Fay's place.

Weber Slaps Plaster On Eddie Garr's Pay

Baltimore.

Eddie Garr's salary at the Century (Loew's) here was attached by Harry Weber on a managerial contract at \$100 a week dating back to the Brown & Henderson musical, 'Strike Me Pink'. Garr received \$600 a week in that and Weber collected \$100 salary for services as personal rep. Weber claims to have discovered Garr on the coast and developed him.

Total amount of the attachment proceedings is for \$1,500 for an alleged 15 weeks' run in the 'Pink' musical. Phil Offin is now Garr's manager.

Julius Kender is acting Weber.

Crosby's Coast Date

Los Angeles, Oct. 16.

Bing Crosby goes in the local Paramount for personals week of Oct. 15. He's scheduled for the New York Park after that.

B&K Leading Chicago Vaude Out Of Wilderness of Week-End Dates

Chicago, only city in the United States actually looking for vaude material. Starting with the Sundays inaugurated in the Balaban & Katz houses some weeks ago the thing has developed into a vaude boom. As booked for the B&K. Sundays vaude policy

proved a box-office winner. With this as an enticing wedge, Warner, Schoenstadt and other indie time is coming in playing Friday, Saturday and Sunday. There are 29 theatres outside the loop now playing one, two and three days vaude, and not one of them play the rest of the week.

Warners recently came through with three additional vaude dates, the Capitol on the south side starting Oct. 17, Oshkosh and Racine starting last and this week. All are on two or three days on week-ends. Warners also playing week-end stage shows at the Stratford, Symphony and Hammond.

Schoenstadt is using week-end shows at the Piccadilly, and so are about 12 other indie spots. Outside of town there are week-ends in Mason City, Grand Rapids and a dozen houses on the A. H. Blank and Mort Singer circuits. Balaban & Katz, which started off the entire thing with two Sunday spots, now have eight nabe houses for week-end vaude. As booked for its Sundays B&K. played the top-notchers in vaude.

Now plenty of time around, but it would take an act 30 weeks to get anywhere. An agent needs a flock of acts to make a dollar. Salaries being held down by the tough bidding for material and much underhand work between agents and bookers in the switching of acts.

B&K Plans

Balaban & Katz, however, seems the first firm in Chicago beginning to wise to the situation surrounding vaude booking. John Balaban is negotiating with Jimmy Petrillo. of

the musicians' union and the stage-hands for terms in the pit and backstage for full-week operation with the idea to send at least four neighborhood theatres into split or full week policies. All due to the admitted box-office results at the B&K. houses on the Sunday bookings so far, with reports excellent audience reaction to the type of shows played.

'Vanities' and Duncans' Tabs Fast Buffalo Pace

tage shows seem to have hit a fast stride in Buffalo judging by current grosses. Both Shea's Buffalo and Great Lakes have been doing capacity business for the past three weeks with strong shows.

The high gross last week at the Great Lakes of the 'Vanities' (\$21,000) is being duplicated currently by the Duncans' 'Topsy and Eva' tab. The Buffalo is also featuring its stage shows for fine returns.

RKO's 3-Day Spot Oct.

Stage attractions three days over week-ends and pictures the rest of the week is policy RKO has worked out for its East End nabe house here, which reopens Oct. 20.

'Shuffle Along' set for first show under system of alternating revues with vaude acts and m.c.'s. Top price reported to be 30 cents. Pit orchestra of eight pieces to be led by Ray Steck. Lou Golden managing house, after being dark all summer following spring brody of vaude and pix.

SPAULDING DABBLE

Stockbridge, Mass., Oct. 16. Walter Clark, who six years ago fulfilled his hopes for a summer theatre here, has resigned as president of the Stockbridge Playhouse. He has been succeeded by Albert Spaulding, the violinist. Mr. Clark continues as chairman of the board of directors. He is president of the Grand Central Art Galleries in New York City.

NEW SHOWBOAT BILL

Bobby Sanford's 'Showboat Revue', which played the Hudson River all summer, is being restaged for the picture houses by Arthur Klein.

New cast comprises Lewis and Dody, Adler and Bradford, Kay Hamilton, Four Salmos and a line of 16 girls. Lou Foreman will go along as musical director.

'OF THEE I SING' TAB

Plan to tour 'Of Thee I Sing' through the south is off. First musical Pulitzer prize winner will be condensed into a unit for presentation in the deluxe picture houses.

Palasthy's Comeback.

Budapest, Oct. 5. Irene Palasthy, of 'No, No, Nanette' fame, is back on her native Budapest stage in a new revue at the Andrássy-utí Theatre. 'Money Talks' is the title of a clever medley of cabaret and vaudeville numbers framed in a loose plot, in which Miss Palasthy plays, sings, and dances. She has conquered her home town as thoroughly as she has conquered Germany.

Inside Stuff-Vaude

Acts rehearsing with the Shuberts' 'Follies' are being used for the firm's Sunday night vaudeville 'concerts' at the Winter Garden, New York.

Two of the acts that appeared Sunday (15) had previously requested permission to play some vaude dates around New York before the 'Follies' opens. The Shuberts turned them down, saying they didn't want the acts to be seen around in other theatres ahead of the show. But for the Winter Garden it was different.

RKO rejected Sidney Cohen's proffered gift of all the profits made during his three weeks' tenancy as operator of the Palace, New York. Circuit was said to have disclaimed placing itself 'under obligation'.

The Palace made \$7,500 under Cohen's brief operatorship. According to terms of the deal which was never completed, RKO would have been entitled to one-third of any profits the house. When Cohen sent RKO the entire \$7,500, the circuit deducted its 33% and returned the balance.

An act reviewed Oct. 3 under 'New Acts' as Ray Shannon and Co., was erroneously recorded. Act caught but wrongly listed was Meehan and Shannon.

Ray Shannon has never played the Circle, New York, where Meehan and Shannon were reviewed.

Aldo Novello of the dance team of Enrico and Novello was naturalized as a citizen of the U. S. A. last Wednesday (11) in New York. He has been over here seven years.

Novello rose at dawn and was in court when the doors opened.

No Chi Pan Rep as Diamond Stays Indie

Chicago, Oct. 16. Deal between Billy Diamond and the Pantages group to handle the local Pan office is off.

Due to the reported stalling of the new Pantages booking office, Billy Diamond will remain an independent and not align himself with Pan outfit.

Central States Shows

Des Moines, Oct. 16. Central States is promising flesh for the following Iowa and Nebraska houses: Rialto, Boone; Cecil and Palace, Mason City; Iowa, Ft. Dodge (starting Oct. 28); Ritz, Charleston; Majestic, Centerville; Grand, Osweigen; Capitol, Clinton; King, Albia; Ames, Ames; Valley, Missouri Valley and Iowa, Grinnell; Strand, Hastings; Columbus, Columbus; Rialto, Norfolk; and World, Kearney.

DENNY COLD FOR CHI

Chicago, Oct. 16. Not likely now that Jack Denny will come into the Opera Club which was to have been opened by the late Ed Levensberger.

The spot will open under the title of Mayfair. Whether the 225 Club will reopen is a matter of conjecture.



LILLIAN DAWSON

This Week (Oct. 13)
LOEW'S STATE, New York
Next Week (Oct. 20)
Loew's Newark, N. J.

Special Material by
NED JOYCE HEANY
EARL BROWN at the Piano
Direction, CHARLES V. YATES

"I may be old but y'kin depend on me" at RKO PALACE, New York This Week (Oct. 13)



ART FRANK

WITH
VIVIAN PETERSON
Representing
MILES INGALLS
CURTIS & ALLEN
JOE FLAUM
MEYER NORTH

HAROLD BOYD and THE THREE JIG SAWS

(LITKA RADEMOVA, GEORGE CHARLAND, ROLAND ROMAS)
Late Stars of Bobby Sanford's 'Show Boat Revue'

"VARIETY," Oct. 10
HAROLD BOYD and
THE THREE JIG SAWS (4)
Knockabout
14 Min.; Two
Albee, Brooklyn

Harold Boyd used to be the comic with Runaway Four. He's a deadpan worker, small and plenty funny. He has with him in this new turn two boys and a girl—all capable workers—at the mayhem routine and with sufficient energy and ability to put it over. Also, they don't overdo the eye-gouging as do so many other turns of the kind.

Customers are getting a little tired of seeing people slap each other around, but this quartette probably came down just enough to go over as straight comedy with little trouble.

Good next to shut turn for intermediate houses and a cinch in the deuce for the ace. (K&N.)

PHILA. "ENQUIRER"

Harold Boyd and his Jig Saws are remarkable for the fact that they are one of the few Knockabout troupes who have a girl in the company. And she can take it too.

This Week (Oct. 13),
Metropolitan, Boston

Thanks to
Our Personal Representative
PHIL BLOOM
MILLS ARTISTS BUREAU

Where Is

FRED SANBORN

? ? ? ? ?

WATCH THIS SPOT

Four Natural Harmonists Simulating an Entire Jazz Band

CHICK SICCONI, Presents

THE FOUR PENNIES

Ciro's Club, LONDON, England, Starting Oct. 30

Loew-ALEX HANTON

Direction—Europe—WALTER BATCHELOR-STANLEY RAYBURN

KAY HAMILTON

"The Personality Songstress"

THIS WEEK (OCT. 13), RKO PALACE, NEW YORK

BILLY GRIFFITH at the Piano

Next Week (Oct. 20), EARLE, Philadelphia

Personal Direction, MARK MURPHY

Marcus Loew BOOKING AGENCY

General Executive Offices

LOEW BUILDING ANNEX

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15 YEARS AGO

(From VARIETY and Clipper)

Only 15 years ago Coney Holmes advertised his appointment as Chirp of Fantages circuit with 30 weeks.

Musicians' union and managers in a jam over layoffs necessitated by the epidemic of influenza. Held that traveling musicians could not be laid off for more than one week without pay. Managers fought contention.

Polly Moran invited to go overseas with an entertainment unit, so the Germans quit.

Ticket specs were losing about \$1,000 a day through the influenza scare, though New York houses were not shut. And how they wept!

Another epidemic angle was the decision of the picture producers to lay off production for four weeks. So many houses were closed that there was an overproduction of releases. All salaries over \$25 were cut 50% in home offices. Actors got nothing.

Mary Pickford paid \$40,000 for pie rights to 'Daddy Longlegs', one of her outstanding hits for First Nat.

Undercover gentlemen's agreement between picture producers not to bid for each other's stars. Went for play rights, too. No competitive bidding. Still an unsolved problem.

Newspapers were cutting number of prints. Stated that if New York closed, no reels at all until houses relighted.

50 YEARS AGO

(From 'Clipper')

German stock company in Chicago was doing 'Woe to God Hath Put Together Let No Man Tear Asunder'. It was a comedy.

Georgine Jaunowsky, German actress, made her American debut in Boston. Tough on the typesetters.

Monkey in a dime museum in Washington escaped from its cage. One of the showmen tried to capture it and was badly hurt. Several others tried, but it was necessary to shoot the simian.

Pittsburgh exposition buildings destroyed by fire. Jules Levy's famous gold cornet saved, but little else.

Troupe of big lep aborigines from the Amazon shipped to Barnum & Bailey, arrived too late for the show, so sent to the Harris museum in Pittsburgh. House had a contract with the circus for all freaks.

Kiraly Bros, who had a hit at Niblo's, were suing the house management for their percentage on the premium paid by the specs for tickets.

Charles Coghlan, brother of Rose Coghlan, returned to this country under John Stetson's management. Press story had him receiving \$700 a week, but 'Clipper' scoffed.

Sardou was there with the snappy comeback on the charge he had plagiarized 'Fedora'. Sent a letter to Fanny Davenport giving the historical incident from which he derived his plot.

Inside Stuff—Pictures

'Would-be operators of the old Roxy, now that the house is prospering, are being nibbled by bankers and other financial interests hawking the Seventh Avenue New York spot. Several have been angling for it simultaneously. Howard Cullman, receiver, stating the present operations is to continue.

The house is playing to greater attendance presently than at any like period in its history and for the first time in years is turning in a consistent weekly 60% profit.

One of the parties angling to take over the spot is stated to have been ready to lock up some time ago to \$1,000,000 for the takeover. Others angling included Joe Plunkett and Herbert Lubin. Understanding is that Lubin proposed a combo operation in which Lubin would be associated.

Lubin is one of the original stock promoters on the old Roxy and later became once more associated with the spot through Harry G. Kosch, when latter was receiver. Lubin departed when Cullman placed Kosch.

Pending any indication just how Paramount-Public stock will figure in reorganization of the company out of bankruptcy and transfer of assets to a new corporation, holders of the securities are dubious concerning what action to take at this time, if any.

While it has been hinted that probably seven or eight certificates for one of the new will be basis of exchange, there is no certainty that this is anywhere near close.

Employees of Paramount who are holding the stock, some of which, at the \$52 price, is not entirely paid for as yet, are keenly watching for any signs of what will be. Meanwhile, within Par is reported that the bankers, together with Adolph Zukor out of personal interest, will make every effort to protect holders of the PP certificates. At present the certificates range from \$1 to \$2 on the exchange. Zukor is said to be extremely anxious to protect Par employees who bought the stock in 1929 at \$52 a share and are still holding it.

Band and other quasi-musical acts making shorts on both coasts depreciate some of the false economy standards set up by one or two studios, on occasion, in rejecting highly mediated song material. While the necessities a multiplicity of copyrights and entails involved music clearances, the artists themselves recognize that such special material maintains their own public standing rather than if doing contemporaneous popular songs.

Their experience in the past has been that such shorts, released or reissued six months or a year later, appear old, through antiquity of pop song material alone, and reflect on the standing of the talent. Same should apply for the value of the shorts, but some of the studio managers still argue that the clearance of a pot pourri of song copyrights means a slightly more expensive investment, since each tune must be accounted for, whether played in full or just a few bars.

Walt Disney's Technicolor shorts cost \$18,000 to \$20,000 to produce and average a gross of \$125,000. 'Three Little Pigs', through its multiple repeats and holdovers looks to double that gross, sensational for a short. Estimated to net \$75,000 for Disney's share alone besides the selling value for the rest of the series, figured to travel on the momentum of this particular short for a full year.

Incidentally, 'Who's Afraid of the Big, Bad Wolf?' has gotten so much free space, with almost every columnist nationally, as well as advertisers' copy dwelling on it, that some of the dailies have edited an embargo on further free space to 'Pigs'.

In the eight weeks that Herschel Stuart was in charge of the Paramount Detroit theatre a definite change in finances was engineered. While the Paramount trustees sent \$30,000 in for the Detroit operation two weeks before he took charge the houses became self-supporting while Stuart was there. The theatres lost a total of \$17,000 in that time but that figure included the payment of various amounts incurred before Stuart arrived.

Also included was the additional operation salaries for the past four weeks under N.R.A. of \$1,000. Either additional cost or back debts leave a net loss compared to previous figures of \$1,000.

The Rockefeller, represented in Radio City by Nelson Rockefeller, son of John D. Jr., and others, are taking their rent from the Music Hall whenever there is sufficient net. On weeks where the house gets off the net, the Rockefellers step in for rent or a portion of it, depending on how big the gross was.

Misconception right along has been that the Hall is not on rent. This is not exactly the case, but rent is not figured in the overhead, all operating costs coming out first and rent last, if there is any black left.

Marian Nixon returns here today (Tuesday) from Europe without having made the picture Universal sent her over to make. Universal wanted Miss Nixon to handle the lead opposite Jan Kiepura in one picture to be made in London. Everything was set for the film when Kiepura decided he was pretty good and ought to get more money, so he called the thing off. Then some more pourpours straightened the thing out, with filming to be done in Paris where Kiepura was then appearing in concert tours. Now, seemingly, it's all off again.

Though not yet set on the picture code the Chicago film row already taking steps to end the grievance has been discussed by the N.R.A. group in Washington. Of main importance in the new set-up, if and when, will be the absence of the Film Board's regular secretary as official note-taker for the grievance organization. Indie exhibs are taking the stand that the only way the grievance board can mean anything is by the appointment of an outside secretary to do official contacting.

The \$372,000 received by Herbert Y. Yates from National Screen for his subsidiary trailer company (Exhibitors' Screen Service) is reported as velvet on the deal with Yates' investment in Exhibs Screen of over \$275,000 already returned to him. In addition to the cash payment of \$275,000, Yates' Consolidated Film Laboratories got a contract for printing of 10,000,000 feet of National Screen film annually for five years, with an understanding, it is said, that Consolidated gets another 10,000,000 in a year or so.

Expectations are that when Famous Theatres Corp. new subsid due to take the place of Public Enterprises as the major theatre holding company of P-P, Ralph A. Kohn will become president and Sam Dembow, Jr. v. p. Dembow continues as president of Theatre Management Corp., servicing adjunct of Par, and as president or v. p. of numerous theatre subsid.

Paternal interest is creating no end of grief for a major Hollywood studio which took a stage actress west for featured parts. Real breach came when the father, who insisted on constant attendance on the set, would not permit his daughter to be kissed on the lips by an actor.

Finally the father rushed from the stage proclaiming that he would

commit suicide. Daughter and studio exec rushed to the actress' home to find the dad okay.

Reversing the usual order, three major studios are following an independent company in producing pictures centering on 'bus trips. First to make a 'bus yarn in Hollywood was Sig Neufeld of Premier, who turned out a film two months ago based on an overnight stage ride from Los Angeles to San Francisco. Film was called 'Night Bus', and later retitled 'Important Witnesses'.

Universal is now preparing 'Cross Country Cruise', Metro is on 'Land Bus', and Columbia is starting one titled 'Night Bus'.

Women's organization to be known as the Better Films Council of Greater Kansas City has just been formed, to try and co-operate with the managers in seeing that the best type of entertainment is offered. New organization is under the sponsorship of the Missouri Federation of Women's Clubs, and in addition to the 55 clubs in the district some 25 women's social and professional clubs of this city have been invited to participate.

After a contract player or director goes off the Warner payroll, company is adverse to advertising him in the display space of the WB theatres in Hollywood and Los Angeles. When Douglas Fairbanks, Jr., left the company roster, his name was eliminated from the 'Narrow Corner' ads and now William Wellman gets no directorial credit on 'Wild Boys of the Road'.

Policy of following the headlines in writing film material will be carried on in 'Rothschild'. Story of the international banking family, in its present form, deals in part with the persecution of the Jews in Germany around the period of 1850.

Heavy in the 20th Century picture is to be a non-historical character. George Arliss is to play Nathan Rothschild, of family's early figures.

Ill Goldman, head man for Warner' ros. in the Philadelphia district, is calling meetings every Sunday of all house managers whose theatres are in the red. Are dubbed the 'Red Men's Club' and are filled with pep talks and lightning volts.

Lightning idea used as background for the meetings and as one meeter put it. Goldman acts as the 'insulator'.

For publicity purposes, to talk about production and Emanuel Cohen, its head, who's now in New York, Adolph Zukor is breaking a long-standing rule by permitting interviews.

The Par head will meet trade press representatives today (Tuesday) and tomorrow (Wednesday) by appointment. In the past Zukor avoided interviews.

At a recent costume affair given to plug 'The Bowery', a Hollywood picture columnist succeeded in getting his nose smacked by a coast fan magazine writer who refrained from taking a punch during the first two visits of the columnist to his table to deliver insulting speeches. Third trip was the charm.

Through a mixup in credits Raymond Griffith was listed with Michael Simmons as co-author of 'The Bowery' in the review of that picture.

Bessie Rogow Solomon, not Griffith, should have been credited. Mrs. Solomon wrote the original from which the picture was adapted. Simmons participated as collaborator.

Par as well as Metro will use the 'Three Little Pigs' tune, 'Who's Afraid of the Big, Bad Wolf'.

On top of MG's decision to spot it along with portion of the Disney cartoon in 'Hollywood Party', Par has obtained permission to use the tune in the Marx Bros. picture, 'Duck Soup'.

Mordaunt Hall of the 'Times', with aisle seats in the second row at the Music Hall, demanded seats in the front row of the mezz. These had been allotted to Kate Cameron, 'News' critic.

Asked by the Hall if she'd mind giving up her seats said o.k.

Bing Crosby has completed three shorts for Mack Sennett. This is a holdover from an old contract, although the crooner offered to buy back his ticket, fearing his shorts will prove self-compelling when his Par and Metro releases (or personal appearances) get around.

'Torch Singer' (Par) proved too tough a title for British consumption. Exhibs over there complained that they couldn't figure the phrase out and couldn't sell it to their customers without being able to explain its meaning. Par gave in and changed the title to 'Broadway Singer'.

Inside Stuff—Music

Lew Leslie is taking no chances on his new 'Blackbirds' score being killed by the radio. A written proviso in a formal contract with Robbins Music Corp., vests all radio performing rights with Leslie, for his written okay, rather than the publisher. Publishers customarily restrict show tunes, but too often they trade a pop song plug in exchange for the privilege to perform a production song, and in that way legit producers have discovered that their stage property is prejudiced sometimes through promiscuous song plugging.

Julius Kandler, attorney for Leslie, had the same experience when he represented George White in a fruitless suit to enjoin the American Society of Composers, Authors & Publishers, the radio stations, et al. from publicly performing his 'Scandale' music on the air. White complained it was hurting his box office. The society was technically upheld on the blanket performing rights which are vested in them as the collection agency for all songwriters and puba. When Kandler appealed, the defendants finally made some concessions. Leslie doesn't want that to occur to him. His score is by Mann Hollner and his wife, Alberta Nichols, along with other song interpolations by Ned Washington, Joe Young and Victor Young, a new writing combo which Jack Robbins formulated.

The radio restriction thing also figures importantly in Mae West's new Brunswick recording contract. She expects she'll get on the air commercially shortly and she doesn't want her own Brunswick records to create opposition for her, as has been the case with other artists. Hence all radio broadcasting rights of her Brunswick records rest with her, and not the publisher of the 'I'm No Angel' music.

In the Valley of the Moon' (Joe Morris) has gone 310,000 copies, and has been up in sales since last spring—a remarkable longevity for pop songs nowadays. Shapiro-Bernstein's 'The Last Round Up' is headed for 400,000 copies, sensational gross considering everything, selling in 5,000-10,000 copies a day. 'Big Bad Wolf' (Berlin) is headed for 250,000 copies, possibly more. 'Lazy Bones' and 'Stormy Weather' of the recent song outstand haven't been able to get by more than 200,000 copies, although at that a surprising turnover in view of the general oddity of the tunes which were deemed by some tin pan alley wise-men as not commercial.

Claim for the world's copyright ownership to 'The Last Round Up' has been compromised between Campbell-Connelly and (Continued on page 63)

HUB AIMING AT DOWN EAST 1-NITERS

Boston, Oct. 16. Hub's gone roadshow production minded. At the Repertory. Max Hirschfeld, oldtime musical director, is whipping into shape a company in 'Prince of Pilsen,' soon to begin tour of one and two-night stands, Worcester, Springfield, Hartford, etc., opening Boston later, probably Nov. 13, and departing there for extended tour. May have premiere in Auditorium in Malden, for it was there that in May, 1902, that Henry W. Savage presented original company for first time on any stage.

On Oct. 23, Broadway sends out its first road company of Shakespeare in many years. Under management of K. M. White, Jennette Dowling and Thayer Roberts, Avon Shakespearean Players will tour New England, New York state and Pennsylvania.

First will be 'Taming the Shrew,' with 'Twelfth Night' and 'Macbeth' to be added. Expect to be back for Boston run in January. Others in cast are John F. Joyce, Jr., Maurice Dobler, Jocelyn Gay, Frederic Cornell, Constance Riley, Gene Morgan and Richard Roland.

FILMERS CRASH LEGIT THRU LITTLE THEATRE

Hollywood, Oct. 16. Film writers are mauling the little theatre groups here. Charles Saxton, film scribbler, will have his 'Virgin's Holiday,' new play, go into the Spotlight little theatre Oct. 30.

It follows 'Wench from Zanzibar,' current, by Tom Reed, Universal staff writer.

Edward Earl Kay is producing 'Holiday,' and will cast it chiefly with picture people.

Easton, Pa., Oct. 16. Little theatre moments around here will give legitimate houses a lot of competition this year.

Lafayette College Little theatre has announced quite a program for the season, six plays being booked in addition to four recitals and two lectures. Each of the plays will run at least three nights. Season opens Nov. 8 with Shaw's 'Androcles and the Lion.'

Allentown's Little theatre opened today (16) at its new playhouse with Wilde's 'The Importance of Being Earnest.' Many subscribers reported.

1-Week Equity Bond On Chi Maclooin Show

Chicago, Oct. 16. Only one week's bond goes up for the 'It Pays to Sit' show, the new Louis Maclooin and Jane Starr piece slated to open on Oct. 23. Performers have waived bond for that extra week to which they are entitled under the Equity contract.

Figured about \$1,000 will take care of the salary list. Originally intended for the Selwyn, play may take another theatre if they can't get together on the rental figure.

Understood the booking for the Selwyn was held up by the Shuberts, who are anxious to have the show open at once in New York.

London Hit for B'way

'Nymph riant,' current London musical hit will be offered on Broadway at the Selwyn with an American cast. Show is due on the boards early in December.

Arch Selwyn will present the presentation in association with C. B. Cochran, who presents the original. Piece is also set for Fox filmization, with Alan Dwan to direct.

'DIVORCE' ON ROAD

Juliette Day will have the Louella Gear part in 'Gay Divorce' which opens on the road at the Broad, Newark, next week.

George Hirst will present the show, having bought the rights from D. D. Wiman and Tom Weatherly.

Cohan on Platform as Sub. for Peggy Woods

Philadelphia, Oct. 16. There's a real story back of George M. Cohan's appearance as lecturer on the Philadelphia Lecture Assembly course. This course is run as a private venture by Ella Waters and was to have opened today (16) with Peggy Wood. Miss Wood notified her manager, Louis J. Alber, on Wednesday that because of the opening of 'Champagne Sec' Saturday night, she couldn't keep the date. He, turn, notified Mrs. Waters.

With all literature out and all plans made, the cancellation put the Lecture Assembly in a frightful hole. Mrs. Waters turned to George M. in the dilemma and he agreed instantly to fill the date, although claiming that he is no speaker and doesn't know what he'll talk about to fill the time. Cohan will come over on the 9 a.m. train, returning to New York at 1 or 2.

PITTSBURGH SITUATION SPEEDS LEGIT BOOKING

Pittsburgh, Oct. 16. Legit season resuming at Nixon week ahead of expectations, with 'Music in the Air' a last-minute booking for next Monday (23). It follows three-week road show engagement of 'Dinner at Eight' (film) and will be year's first musical.

Following 'Music in the Air' will be 'Gaily of Scotland,' under subscription auspices, with 'Follies' a possibility for a premiere here after that. Nothing definitely to follow.

Business given opening legit attraction, 'Ah, Wilderness!' together with nice showing of 'Dinner' quite encouraging, and looks like the dough is here this year if they can get the shows.

No opposition, even stock, and town's a set-up for producers.

Campbell-Brady Breach Too Much for Equity

The dispute over her contract and salary between Mrs. Patrick Campbell, whom he brought over from London to star in 'A Party,' and William A. Brady, will have to be settled by arbitration, Equity having failed to adjust the difference. She has played five weeks at the Playhouse, N. Y., to mediocre attendance.

The manager wished to close the show at the end of two weeks. Mrs. Pat didn't like the idea of a quick flop and they talked it over. She agreed to cut her salary of \$1,000 weekly and other cuts applied to the cast. Reductions agreed on were for two weeks.

But because 'Party' continued an extra week, Mrs. Pat contended that the cut didn't extend that far, also that because the show played beyond those specified two weeks she demanded full salary for three weeks. Brady couldn't see any part of that argument and ordered the show off.

'Roberta' for 'Vanities'

'Gowns By Roberta,' the new Max Gordon musical which makes its debut in Phila., Saturday (21), is slated to Philadelphia at the New Amsterdam. Current attraction at the house is 'Murder at the Vanities.'

Understood that 'Vanities' will switch to another house next month. The Majestic is mentioned.

Rice Won't Play

Immer Ice will peddle his lectures this year and let the theatre get along without a play from him. First time the playwright has been off street in many seasons.

Rice has two good reasons for holding aloof. First, he hasn't a new play handy. Second, he considered conditions in the theatre at the moment unencouraging.

Woods' Piece Due

A. H. Woods' first production this season is 'Move on Sister.' That's the third title for the show which was first called 'For God and Country' and tried out as 'Virtue on Horseback.'

'Sisters' was slated for the Playhouse this week and is now dated there for next Tuesday (24).

Same Runaround

Those who buy tickets for the pageant 'The Romance of a People' (Kingsbridge Armory, Bronx) are not easy to handle. Woman who came Leblang's, where most of the tickets are handled, was dissatisfied and demanded know who the boss was. Agency man addressed pointed to 'manager,' woman cracked 'Just like in my place; the boss is the one next to you.'

MUSICIAN JAM ON IN PHILLY

Philadelphia, Oct. 16. Another row has developed here over the musicians' union question. Houses affected are the Broad and Walnut, two indie theatres, both of which opened with announced dramatic policies and did not employ orchestras. Nothing was said or done until this week, when stage hands were notified they must go out in sympathy Saturday night.

Over the week-end the Broad, managed by Samuel Nixon-Nirdlinger, was able to get a stay until Wednesday and the Walnut management (Theatregoers & Producers, Inc.) obtained an injunction against the head of the stage hands' union so that incoming show ('Spring in Autumn') could be hung. Unless further entanglements arise it will open Monday night, but on Tuesday further arbitration will be begun to decide matters. Both Broad and Walnut managements are unable to employ orchestras unless playing musical shows, and both will close entirely if forced to take orchestras.

Matter came to a head after the Garrick had opened without musicians in the pit with 'Christopher Bean' and then brought in a musical ('Music in the Air'). It's understood they have agreed to use an orchestra (four or five pieces) regularly, but have insisted that the Broad and Walnut be forced to do the same thing.

Both the Walnut and Broad have shows booked for the week of the 23rd and others in November. The Chestnut and Forrest are not affected in the present row.

CANARIES FLIT WHEN NO BIRD SEED SHOWS

Buffalo, Oct. 16. Half a dozen principals of the Buffalo Opera Co. imported from New York for the leading roles of 'Rusticana' and 'Pagliacci' walked out of Shea's Court Street theatre at the opening performance just before curtain time when they were told to believe there were no funds to pay them.

When the situation was explained from the stage to several hundred local music lovers, the audience manifested a desire to have the show go on despite the absence of the star performers. Impresario Roma M. Campanella chased the revolting sopranos and baritones to their hotel and finally succeeded in inducing them to return to the theatre.

The opening performance was continued, but the future of the Buffalo Opera Co. was in doubt at the week-end.

Group's 'Maedchen'

Hollywood, Oct. 16. First coast production of 'Glen in Uniform,' adapted from the German picture, 'Maedchen in Uniform,' will be staged Oct. 24 by the newly organized little theatre group, Tributary Players.

Show will be staged at the Pasadena (Calif.) high school, with a view of taking it to the road. Lillian Rivers organized the group, and Tom Sanson is handling the production.

L. A. Angles for Cornell

Los Angeles, Oct. 16. Deal pending to bring Katharine Cornell to the Biltmore for two weeks of repertoire.

Three plays will be given—'Juliette,' 'Barretts of Wimpole Street' and 'Candida.'

Ticket Agencies Transgress NALT Rules, Call for Revised Agreements; Battle Looms for Resale Groups

Broadway's ticket situation is still a problem and it probably always will be a problem. Showmen who framed the anti-gouging rules under NRA code provision admit that to be so. Test of the rules came with arrival of hits. Prices in excess of the 75c premium limit have been charged by the brokers, with no agency claimed to be excluded.

But the ticket committee of the National Association of the Legitimate Theatre points to a marked improvement in the ticket situation. More tickets are being obtained at the box offices by theatre-goers and many more tickets are being sold by the agencies at the prescribed 75 cents over the price limit. The box offices apparently are proceeding according to the rules and while brokers are taking charge by holding out choice locations for favored patrons who insist on good seats at the last minute and are willing to pay for extra service without hollering copper to the managers, there is a great deal less of alleged abuses than a season ago.

Who Gets Gravy

The managers and most of the brokers of the ticket battle are in accord with the brokers' contention that seats down front are worth more than those in the rear sections and upstairs. Question now arises: If higher agency prices are to be countenanced, who is to get the excess? One manager proposes that a bureau to control the excess monies be formed and a high percentage of the profits be donated to one or more theatre charities—the Stage Relief Fund particularly. Or that certain tickets be held back at the box offices, sold at higher prices, excess to go to charity.

It may be necessary to scrap the recently accepted rules. It may be necessary ultimately to form one central ticket agency, which came closest to consummation by the late Joe Leblang. In the meantime, the brokers continue to squawk, and the committee functions continuously, handling complaints and listening to arguments, a more liberal viewpoint than when ticket matter was first thrown in the committee's lap. The NALT general or so-called emergency committee has not advanced in handling its other problems as much as has the group dealing within the ticket situation. Stage labor scales and rehearsal rules are still pending.

Underneath the general ticket situation, the 'big three' loom and it is likely to be quite a fight between combined ticket interests. The National Ticket Distributors consisting of the three large agencies—McBrides, Sullivan-Kay (Tyson Operating Co.), and Postal-Reliance—have entered into a mutual pact. This agreement would call for the 'big three' to make combined ticket buys (which are out under the NALT rules). The other agencies scent a plot to control the major volume of hits ticket and are planning a counter move. Any action on buys by either group is dated if and when the present rules are out. In the meantime the 'big three' say they will go along as now with regular allotments and direct ticket purchases.

lub Pact Fails

The committee's move to secure the co-operation of New York's class clubs in holding down high prices proved a flop. Only one or two clubs were represented. The showmen made the error of inviting the house committees of the various clubs to attend a meeting instead of asking the managers of the clubs. However, the Union League did respond and promised to call a meeting of club managers for the purpose intended. The club and the Racquet and Tennis are the only clubs known to have subscribed to the managers' anti-gyp campaign.

Among the plans talked over for changing the rules is one that would establish two different prices for the orchestra boxes. Top prices would apply for the first eight or 10 rows. That is a London system and used outside of New York in some stands. How it would hold down prices in some agency sales is conjectural, however. The brokers continue to suggest all manner of changes to the rules. One is

attempting to establish slogan of 'free merchants, and sell as they please.'

At least one broker and one manager were 'pet' of the committee. Acting on complaint no tickets further front than the 14th row could be bought at the Lyceum box office ('Salvor Beware'), the house was asked to explain. It did, saying that theirs was a new managerial firm and because the show was a surprise hit, little attention had been given any matter except handling the show. Thereafter better locations were on sale at the Lyceum.

The agency involved in a charge of 'digging' additional tickets from the Music Box was the Broadway ticket office. Charles A. Levy of the agency entered a general denials, but put in a spirited additional contention saying he believed all brokers are attempting to dig more tickets for hits because of the limited number of tickets available to the agencies.

In comparison of conditions now and a year ago, it is estimated that perhaps 100 tickets are being sold nightly in sections by some agencies at high prices, whereas last season the number of tickets gyped was between 400 and 500 nightly.

MGM BUYS OFF 'DINNER' TOUR

'Dinner at Eight,' the dramatic smash of Broadway last season, will close in Chicago Saturday (21). Show has been playing the Loop for the past four months. Business is still profitable, but withdrawals from the cast caused Sam H. Harris to order 'Dinner' off.

Closing will permit the picture version of 'Dinner' to open in Chicago immediately. Harris recently proposed to troupe the show, with tentatively bookings in a dozen other stands. Reported that Metro, which made the 'Dinner' picture, entered into a new agreement with the manager, whereby a cash settlement would be paid if no further stage bookings were played. Figure mentioned was \$30,000.

Constantin Collier of the stage 'Dinner' sails for London next week. Paul Harvey and Judith Wood will go to the coast for picture engagements. Margaret Dale will return to New York where she will appear in the Kaufman-Woolcott drama, 'Black Tower,' first called 'Snake in the Grass.'

Jeriza Ditches Role In Romberg Operetta

Paris, Oct. 7. On the eve of sailing on the Ile de France for U. S., Maria Jeriza said she was refusing to accept a role in Sigmund Romberg's new operetta in which she was scheduled to appear in New York.

When she arrived in Paris she said she found original operetta changed. A new book written which was undignified and which she won't do despite Romberg's delightful score.

National Broadcasting Company signed her for radio concerts in addition to which she's to do an English version of her first operatic film, 'The Grand Duchess Alexandra' with Franz Lehar's music.

Blumey's G.M. Quits

Nick Holde has resigned as general manager for A. C. Blumey's attractions and will spend eight months on a long planned trip around the world, accompanied by his wife. He will sail shortly after Blumey's new show 'Eight Bells' opens at the Hudson, N. Y., where it is due late next week.

Charles L. Hertzman, formerly g.m. for Schwab & Desjavia; will succeed Holde.

Several New Ones for Chi: 'Hotel' Doing \$12,000, Out After 19 Wks.

Chicago, Oct. 16. Present crop of plays on the way out with new ones coming for the season. 'Dinner at Eight' closes at the Grand on Oct. 21 and will fold here after a 19-week run. 'Her Majesty the Widow,' the Pauline Frederick play, took a new lease on life and switches its closing date from Oct. 14 to Nov. 3. Will then hit the road.

Coming in are 'Bittersweet' for the Grand Nov. 5, 'It Pays to Sin,' new play slated for the Selwyn Oct. 23. 'Dixiana,' a showboat, is in town finally after two years of almost being parked on the Chicago river near Clark Street. Billy Bryant's Showboat played here about two years ago but at that time was in the Studebaker theatre. The idea did business, with the same notion behind this venture.

On Nov. 5 the Theatre Guild season will open with Ina Claire in 'Biography.' Has been expected to go into the Erlanger but if 'Take a Chance' sticks the Guild will pick some other spot. Subscriptions have picked up strong for the Guild, but that there is doubt that the Guild would even come into town this year and finally decided to come in for one week subscription only. Later was switched to fortnightly engagements, under which system tickets are now being sold. Season duets still climbing, however, which may result in three-week subscription for each play.

Grand opera at buck top leaves town Oct. 21, scrambling the Auditorium to head for a crack at Detroit. Has done fifty trade here, hitting around the \$17,000 mark for the average.

Proposed production of 'Monster' at Studebaker failed to go, Minturn scrapping the stock season plan.

Estimates for Last Week
'Dangerous Corner,' Illinois (D-1, 355; \$2.20) (34 weeks). Fitting into steady pace and clipping off \$6,000. \$7,000 weekly which is on the high profit side. Expects to stick for a run since it can go almost anywhere from present take and still stay in the black. 'Christopher Bean' with Pauline Lord dated for the Christmas Night.
'Dinner at Eight' (D-1, 207; \$2.75) (18th week). Goes out this Saturday (21) establishing a long-run drama record. Around \$12,000.
'Bittersweet' in Nov. 5, up from the Dallas Fair date.

'Her Majesty, the Widow,' Cort (C-1, 276; \$2.20) (16th week). Holds to Nov. 3. Fitting the \$4,000 mark, okay. After Chicago goes on tour.

'Take a Chance,' Erlanger (M-1, 318; \$2.75) (15th week). Only musical in town and standing up nicely to \$15,000. Will squeeze every possible week out of run to keep Olsen and Johnson in town for radio program.

Other Attractions
Grand Opera, Auditorium. Dollar operations move to Detroit Oct. 21. Hitting close to \$17,000.

TENTERS SEE UPTURN

Lincoln, Oct. 16. Mitchell & Mitchell's dramatic tent show p.a.d. by Skip Dean, from here, will close the season of 20 weeks in the hinterland at Iona, S. D., Saturday (14) and head for the M&M winter quarters in South Sioux City, S. D.

Show has played about the same summer route for the past 16 years and reports biz up about 30% over last year.



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'BOTHERED' REHEARSING

Marks Stage Return of Dorothy Dilley—All Red Heads

'Hot and Bothered,' Morris Green-Frank McCoy show authored by Harlan Thompson, is in rehearsal with a cast comprising Dorothy Dilley, Oscar Shaw, George McKay, Olive Olsen, Virginia Smith, John Hundley and Dorothy Vernon. This is the show in which all the girls must either dye their hair red or don wigs. It also marks the professional return of Miss Dilley, who has not appeared on a rostrum since her marriage.

STAGE COMING TO AID OF NEEDY RELIEF FUND

A number of legit managers rallying to the Stage Relief Fund with assurances that Sunday night performances in aid of the Fund will shortly be resumed. Fund has been hard put because of a blank bank balance and has been under pressure attempting to succor professionals in dire need.

No specific dates for the Sundays have been set, but are expected to begin next month. Fund officials urged speeding the benefits, with the managers willing but desirous of getting the new shows set. Last week several dramatic critics went on the air in appeals for the Fund, with some response resulting.

The commissary which is still located back stage at the Royale, N. Y., received new consignments of foodstuffs and canned goods from wholesale grocers. Main problem of the Fund is obtaining money for allotment to those facing rent payments.

After being quartered in the Algonquin hotel for a year, the Fund's executive offices have moved to the Fitzgerald building, where space is given gratis by Mrs. Tillie Leblang Jasie. Hotel made no charge either.

No Minturn Stock

Chicago, Oct. 16.

Harry Minturn cast of 'Uncle Tom's Cabin' now being paid off according to Equity production contract rather than stock contract due to Minturn's failure to produce 'Monster' under Equity stock regulations. Producer must put out at least two plays.

'Tom' show now touring midwest and southern Illinois towns and reported to be doing fair trade. De Wolf Hopper heads show with Enid Markey sub-billed.

Philly Legit Booking Splurge Seen As UBO Drive on Two Indie Rivals

Philadelphia, Oct. 16. Philly is going on a booking jag in the legit and nobody can figure why, because business so far this year has been on a high level. Four openings scheduled tonight (16) and one Saturday, three more on the 23d and another three or four during the next fortnight.

UBO houses (Forrest, Chestnut and Garrick) are getting top-notch bookings and many believe this is part of campaign to drive the two indie houses, Broad and Walnut, out of competition.

This week's openings are 'Biography' at the Chestnut (for two weeks on subscription), 'Give Us This Day' at the Broad (one week), 'Blanche Yurka' in 'Spring in Autumn' at the Walnut (also one week). 'Move on Sister' at the Garrick. 'Gowns by Roberta' at the Forrest. Next Monday's batch include 'Uncle Tom's Cabin' at the Garrick, 'Florence' at the Chestnut, 'The Girl at the Walnut, and 'Nazimova' in 'Dr. Monica' at the Broad. The Chestnut goes into pictures indefinite starting on 30th. 'Dinner at Eight' is the pic. 'Garrick gets Design for Living' with Corinne Griffith Oct. 30 and the Aborn Opera Co. for three weeks starting Nov. 6. 'Music in the Air' started pitifully at the Garrick last week much to everyone's amazement. Last year as a tryout it was a sensation at the same house. Later last week,

Shows in Rehearsal

'She Loves Me Not' (Wiman and Weatherly) 46th Street.
'Dr. Monica' (John Turk) Playhouse.
'Gowns By Roberta' (Max Gordon) Selwyn.
'Thoroughbred' (Hammerstein and Dufor) Vanderbilt.
'The Family Upstairs' (Leonard Doyle) (revival) Biltmore.
'Thunder on the Left' (H. B. Forbes) 49th Street.
'Hot and Bothered' (Green and McCoy) Majestic.
'The World Waits' (Frank Merlyn) Little.
'Follies' (Shuberts) Street and Shubert.
'Under the Glass' (W. B. Friedlander) Majestic.
'Eight Belles' (A. Jumenthal) Hudson.
'Mary of Scotland' (Theatre Guild) Alvin.
'Gay Ivorce' (road) St. James.
'Divine Drudge' (John Golden) Jackson Heights.

SERVICE DUCATS AS L.A. LEGIT LIFESAVER

Los Angeles, Oct. 16. Local legit field is confined to three \$150 shows, none getting much better than nut money. 'Louder, Please,' on its second week at the Belasco, plastered the town with 46 passes to try to get the day. Result was a \$2,500 take, about \$1,500 under the opening week.

'Whispering Gallery' co-oper at the Hollywood Playhouse, dragged out to its sixth and final week with \$1,600 for the closer. With a small cast and one set, place managed to pay fair money to the cast, but not to rave about. 'Elizabeth Sleeps Out' follows with practically the same cast, opening Friday night (20). 'Romance Collect,' also co-oper at the Music Box, got \$2,200, not bad for that house considering the producers are spending nothing for advertising.

Jewish Pageant Profit Estimated at \$200,000

'The Romance of a People,' Jewish pageant, is holding over at the Kingsbridge armory, Bronx, until the end of the week. Spectacle is slated to be staged in Phila., with other cities also reported interested. Profit on the New York engagement is estimated at \$200,000.

Performances Saturday, Sunday and Monday were guaranteed by the Leblang agency where the bulk of the tickets were sold. 'Leblang's guarantee to the pageant management was \$30,000, with that figure grossed the first two nights. Any profit on Monday's showing will be split, the agency retaining 40%.

Philly Legit Booking Splurge Seen As UBO Drive on Two Indie Rivals

It picked up and went out close to capacity, but it was in the red decidedly on the week. Not over \$15,000.

'The Curtain Rises,' tryout, had a miserable week at the Walnut, with not over \$3,000 grossed and 'Charles Chan' did less than that in its second and final week at the Broad. 'Her Master's Voice' picked up a little but not a lot in its second and final week at the Chestnut. Gross set at between \$7,500 and \$8,000. Management claims \$3,000 for previous week instead of the \$5,000 cited.

Columbus Gets Musical

Stock on 3-day Test

Columbus, Oct. 16. A change in policy at Real Neth's Hartman brings stage shows back to Columbus.

Beginning today (16) Raynor Lehr and his musical stock company are regular features at this old house and will play three shows a day except when road shows are booked in, of which two are already scheduled for one-night stops this month. Lehr made his start in Columbus some years ago at the old Broadway, now torn down. He is bringing in a full size troupe, including a line of girls, and says he will stay through the winter if biz holds up.

Five B'way Smashes to One Last Year, Business Tops '32; Shows Crowd In

Broadway is fast catching up with last season in the number of legit attractions and is away ahead in point of business. There was but one new dramatic smash at this time last October, whereas four stand-out comedies and dramas are in the current going. In addition are two hit musicals, which probably will be added to on Saturday with the arrival of the highly touted 'Let 'Em Eat Cake.'

Week's card which offers a new show nightly will push the list up to 21 attractions. Same week last season had 24 shows including several repeats and revivals and not counting a brace of cheap ticket revivals (type of show ruled out by the NRA legit code). Next week's schedule holds the possibility of nine new productions, heaviest premiere card of the season and the list would then approximate a total of 30 attractions.

Recovery along Broadway is indicated by the increasing demand for tickets in the agencies. Patrons are not so choosy as during the last two years. Lower box office prices likely figure in the better buying tone. Managers have a chance, with admission scales topped at \$2.75, inclusive of two dramatic hits. Two musicals are asking \$4.40 this season—'As Thousands Cheer' and 'Glad Rags Glad'—in rated the 'strongest' ticket in five years.

Last week's new shows did not follow the fast pace of early this month. Of the four premieres two were having a chance. 'Pursuit of Happiness' at the Avon got \$8,000 and is improving; 'Champagne, Sec' which opened Saturday at the Morosco got \$10,000, notices which should aid its chances; 'Her Man of Wax' a mid-week opening at the Shubert is in doubt. So is 'Undesirable Lady' at the National. New success line-up is led by the musical outsiders 'Hold Your Horses,' \$31,000, and 'Cheer,' \$27,000 and the non-musicals 'Ah, Wilderness,' 'Men in White,' 'Sailor Beware' and 'The Divine Drudge,' estimated grosses for which are tabulated below.

Listed for next week: 'Her Master's Voice' (tryout); 'The Sisters' ('Virtue on Horseback') Plymouth; ('The Divine Drudge,' Royale; 'Eight Belles,' Hudson; 'The World Waits,' Little. Three and one 'Under Glass' Spring in Autumn' and 'Give Us This Day.' Later are possibilities with theatres to be announced. 'Amourette' was withdrawn from the Mir on Saturday. 'Heat Lightning,' which was slated out, continues at the Booth.

Estimates for Last Week
'Ah, Wilderness,' Guild (3rd week) (CD-914-\$3.30). Guild's starter this season, \$10,000, clinch for run; all it can do plus standees with gross around \$14,000.

'As Thousands Cheer,' Music Box (3rd week) (RO-1300-\$4.40). Averaging \$7,500 daily at the box office for advance publicity; standee attendance all performances; better than \$27,000.

'Amourette,' Henry Miller. Taken out last Saturday; played three weeks.

'Champagne, Sec,' Morosco (1st week) (O-893-\$3.30). Presented Saturday (14) by Dwight Deere Winters; was billed 'Die Fledermaus'; modernized revival drew laudable notices.

'Double Door,' Ritz (5th week) (O-945-\$2.75). Definitely among the successful additions matinee last Thursday (Columbus Day) sent the gross around \$14,500.

'Green Bay Tree,' Cort (1st week) (CD-1,043-\$3.30). Presented by Ed Harris and Lee Shubert; written by Mordant Lemp; English show opens Friday (20).

'Heat Lightning,' Booth (6th week) (C-708-\$3.30). Sticking after being slated off; good performance and just missed; estimated around \$5,000.

'Her an of Wax,' Shubert (2nd week) (CD-1,395-\$2.75). Opened middle of last week with opinion divided; 15000 in ticket sales and chances regarded doubtful.

'Hold Your Horses,' Winter Garden (4th week) (M-1,498-\$3.85). Broadway's musical leader in point

of gross; excellent call in the agencies; third week's gross about \$31,000.

'Keeper of the Keys,' Fulton (1st week) (Sund-4-\$2.75). Presented independently; also known as 'Inspector Charlie Chan'; adapted by Valentine Davies; from Earl Derr Biggers' novel of same title; opens Thursday (18).

'Let 'Em Eat Cake,' Imperial (1st week) (M-1,446-\$4.40). Presented by Sam H. Harris; sequel to 'Of Thee I Sing' written by George S. Kaufman, Morrie Ryskind and the Gershwins; rated hit in Boston; opens Saturday (21).

'Men in White,' Broadhurst (4th week) (CD-1,118-\$2.75). Dramatic hit drawing corking business; in nine performances last week the takings approximated \$16,000.

'Murder at the Vanities,' New Amsterdam (6th week) (R-1,717-\$3.30). Getting its share of trade; while not among the actual leaders pace around \$20,000 is quite profitable both ways.

'On Sunday Afternoon,' 48th St. (36th week) (C-969-\$3.30). Hold-over figured to stick until after Thanksgiving, finishing season on tour; takings to profit last week at \$6,000.

'Pursuit of Happiness,' Avon (2d week) (C-830-\$2.75). Rated best of last week's non-musical entrants; gross around \$8,000 said to be satisfactory both ways; should build.

'Sailor Beware,' Lyceum (4th week) (C-957-\$3.30). No added matinee last week but afternoon attendance picked up; over capacity all night. 'Sailor Beware' notices titrate bit high; but takings over \$14,500 indicate comedy smash.

'School for Husbands,' Empire (1st week) (C-1,099-\$3.30). Presented by Theatre Guild; Molliere piece adapted in rhyme by Lawrence Langner and Arthur Guiterman; opened Monday.

'Ten Minute Alibi,' Barrymore (1st week) (CD-1,680-\$2.75). Presented by Crosby Gaige and Lee Shubert; London success written by Anthony Armstrong; opens tonight.

'The Curtain Rises,' Vanderbilt (1st week) (C-70-\$3.30). Presented by Morris Green and Frank McCoy; written by B. M. Kaye; liked at recent Jackson Heights tryout; opens Thursday (18).

'Undesirable Lady,' National (2d week) (CD-1,164-\$2.75). Drew lukewarm notices and first week's trade said that way; estimated around \$5,000.

Chicago Opera Company, Hippodrome; sixth week of grand opera at pop prices.

Future Plays

'Two and Twenty,' by Virginia Beard, acquired by Norman Stein for early production.

'All Alone,' by Eugene O'Neill, to Paris in Sid and Laura Ferrelman's play which Courtney Burr will produce.

New edition of Harry Delmar's 'Revels' goes into rehearsal with Gilda Gray, Olive Borden and Gladys Marlon signed. Delmar is signing now for many names. Ben Locke and Locke Productions and Delmar are producing 'Revels' with Ben Oakland, composer of 'Hold Your Horses' numbers, doing the music and skits, and Jimmy Dyrenforth, the lyrics.

'Strange Orchestras' by Rodney Ackland, and 'The Wooden Hippo' by Samson Raphaelson, will be produced by the newly formed Hopkins & Moore.

'The Dark Tower,' by Geo. S. Kaufman and Alex. Woolcott, goes into rehearsal with Kaufman starring.

'I Was Waiting For You,' from the French of Jacques Natanson by Melville Baker, is being readied by Edw. Choate. Arthur J. Beckhard will stage.

'Is Life Worth Living,' written by Lennox Robinson, is to be produced by Henry Mosses and is due into the Masque, N. Y., Nov. 6. Show is rated a London success.

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FOR RENT

Best Sellers

Best Sellers for the week ending Oct. 14, as reported by the American News Co., Inc.

Ficti

'Anthony Adverse' (\$3.00) By Hervey Allen
'One More River' (\$2.50) By John Galsworthy
'No Second Spring' (\$2.50) By Janet Belth
'Master of Jaina' (\$2.50) By Mazo de la Roche
'Vanessa' (\$2.50) By Hugh Walpole
'Comrades of the Storm' (\$2.00) By Peter B. Kyne

Non-

'Life Begins at Forty' (\$1.50) By Walter B. Pitkin
'100,000 Guinea Pigs' (\$2.00) By Arthur Kallet and F. J. Schlink
'Marie Antoinette' (\$3.50) By Stefan Zweig
'Twenty Years a Growing' (\$2.50) By the O'Sullivan
'Rockwell Kentiana' (\$3.50) By Rockwell Kent
'More Power to You' (\$1.75) By Walter B. Pitkin

Ft. Wayne Changes

General shake-up in newspapers in Fort Wayne, Ind., has resulted in this contented Hoosier city having to be content with only afternoon dailies. 'Journal-Gazette,' morning sheet since 1863, changed over to the afternoon run, following an analysis by eastern advertising experts. Second floor changes shifted Frank Roberts from political desk into managing editor's chair. William Kellogg continues as city editor. Syndicated columns on Washington, New York, Hollywood and other spots are contributing to new set-up. Harry Fair is new executive vice-president in charge of business end. L. G. Ellingham, former figure in state politics, is owner and publisher of the Democratic paper. 'News-Sentinel,' rival Republican sheet, has also had its share of changes. A. K. Remmel and W. R. Groves continue as managing editor and editorial writer, respectively. George Martin, formerly appointed city editor. Other personnel changes have also been made. O. E. Foellinger is publisher and is actively engaged in guiding the paper which formerly enjoyed the afternoon field by itself here.

Back to Pulp

With the issuance of the mags and mag titles it acquired from the defunct Clayton concern, the Dell Publishing Co. is again a factor in the pulp mag publishing field. In addition to the going mags which it bought from Clayton, Dell is getting out new mags under the titles that came with the purchase. One of the new ones, under an old title, is 'Danger Trails.' Previously, Dell had been getting away from pulps although the Dell chain started with a pulp, the late 'Confess.' Eugene A. Clancy is editing the Dell pulps.

Helps Stores

Bookstore tie-up for circulation, first tried out by the 'Herald-Tribune' book-supplement early in the summer, has proved successful, and it will continue indefinitely. Daily has since extended its bookstore contacts and now something like 43,000 copies of the book supplement will go out weekly to persons indicated by the bookstores. Every copy carries the name of the bookseller from whom the addressee buys.

Advice to Librettists

November issue of 'Story' is the first to carry something outside of short stories, that being an article by George Antheil, appealing to short story writers to do some libretto writing. Antheil is the American composer whose 'Transatlantic' was the first opera by an American ever produced by a state opera house in Europe.

New Finance Mag

Couple of executives of as many financial publications have left their respective mags to start a third. They are William J. Healy, formerly vice-president of 'Financial World,' and Thomas F. Bisset, who used to be advertising manager for 'The Magazine of Wall Street.' The two have formed a new publishing company to issue 'Securities.' Healy heads the new concern.

Bit Different

First book by Sylvia Thalberg, sister of Irving Thalberg and wife of Larry Weingarten, another Metro film exec, is set for publication Nov. 6 by Julian Messner. Titled 'Too Beautiful,' it is unique for a first novel from any one in the picture colony. It's not about Hollywood.

Best Seller

McNaught syndicate is headed by Charles McAdams, v.p. and g.m., V. V. McNitt, president, and one of its best features is Rube Goldberg's 'Bob McNutt' series.

Havana Mixup

Newspaper biz in Havana is going through tremendous crisis on account of the lockout called by the publishing companies claiming the demands of the 'Union Sindical de los Periodistas,' a general union of newspaper workers comprising reporters, business office men, print shop workers and newboys, are exorbitant.

'El Mundo,' 'Diario de la Marina,' 'El Pais' and 'Informacion' are in the lockout which is now going on its third week.

A flock of new sheets, edited by the former employees of these papers, are coming out carrying similar names to fool the people.

The newly edited rags are using the Western Union press service as the AP and UP are tied up and there isn't enough to buy INS. Most of the cable stuff is marked 'special' because most of it comes from the radio waves.

Salaries of \$20 weekly for each reporter and desk man, the high salaries of printshop men and the demands of the newboys for a standard price of 6 cents for every paper is the monkey wrench in the works.

Editors publishers on one side and reporters on the other are fighting each other over the radio waves.

Cartoon Kinks

Bud Fisher's cartoon ghosts on his 'Mutt and Jeff' cartoon strip is said to have influenced the creator to conform with some of the ideas which his ghosts injected while doing their chores. For example, Ken Kling, now having his own 'Joe Babes' strip, was for several years the ghost of Fisher's, and in the natural course of time influenced the M&J characters not a little.

Something akin to this is Harry Tuthill's 'Bungle Family' strip (McNaught), which sometimes has up to 60% lettering in it. It's the most lettered strip extant. Tuthill has a ghost doing the lettering as he can't letter.

Synthetic Novel

Taking a tip from film scribes, who collect their story material synthetically, Rex Beach is writing a Central American novel, 'Green Gold,' chiefly from reports of two scouts. George Mason, explorer and archaeologist, and Richard Carroll, writer and former 'Liberty' editor, spent a month in Central America getting facts and still pictures on banana growing. Beach is writing from their notes. 'Green Gold' started with Charles R. Rogers. He told it to Beach, who agreed to have a novel on the idea ready by Nov. 1. Rogers is to produce a picture from the novel, going to Central America with a company around Jan. 1.

'Mirror' Near Million

Sunday edition of the New York 'Mirror' is climbing towards the million mark. Last Sunday's (15) run was 945,000, which would indicate a net circulation of 915,000. Increase has been steady for the past 14 months, at which time the circulation was about 635,000. Editorial policy and the colored magazine section of the Sunday tab credited with the climb. Sunday 'Mirror' is reported making big profits, while the daily edition is running along to about an even break.

Mrs. Sokolsky Dies

Mrs. Rosalind Ping Sokolsky, wife of George E. Sokolsky, and the chief inspiration of his widely discussed article, 'Mixed Marriage,' in the August 'Atlantic Monthly,' died in her New York home Oct. 6.

Born near Kingston, Jamaica, she was married to the writer while he was in China as a newspaper correspondent. He is, however, better known for his studies of the Orient than as a newspaper man.

She is survived by her husband and their son.

Jack Lait Ticked

His contract with W. R. Hearst as editor of King Features expiring after the first of the year, the publisher has issued a new contract to Jack Lait. It's for five more years.

Alice-Leone Moore of Lait's staff, who authored 'No Nice Girl Swears,' is due to go to Hollywood for Fox-as-dialogue-in-a-week-or-so.

Simple Tastes

The daily syndicate readers want their syndicate stuff simple and down to earth, as evidenced by H. L. Menckon's 11 papers cancelling him. Too highbrow. O. O. McIntyre, Will Rogers and Arthur Brisbane continue tops among the straight text. Edgar A. Guest's 31 papers using his poetry is a record for versifiers.

That Dedication!

Random House brings forth its new author, Eugene O'Neill, pretty proudly. One of the big scoops in this young firm's history was grabbing the playwright from the Liveright firm. It's nearer months than years that O'Neill play, 'Ah, Wilderness!', is the first book to come out under the new sponsorship and the publishers have made a rather lovely job out of it.

Typography is considerably different from that used in the past O'Neill books. It's neater, more interesting but harder to read, being a bit too small. Robert Joseph, credited for the typography, has done better.

As a book 'Ah, Wilderness!' has several interesting angles. It is billed as 'A Comedy of Recollection.' It is a good clue, one of the few which the Theatre Guild, in its play production, didn't mention. It is dedicated to George Jean Nathan in a trick dedication that bears reading a couple of times. And it, once more, proves that O'Neill is one of the few playwrights whose stuff reads at least as well as it plays.

Two New Ones

Frank Scully has back in New York with a completed manuscript of 'More Fun in Bed' which Simon & Schuster will publish about January.

Meanwhile Scully expects the new family heir to arrive almost any day.

Chatter

Oiga Hall Brown, English novelist, in Hollywood for the winter. During her stay there, Miss Hall will complete a novel for John Long, London publisher.

Alice Leons Monts, associate editor of 'Vogue,' now in Hollywood as technical adviser on Lasky's 'Coming Out Party.'

'Sunday News' again has a book reviewer in Marian McKay. John Erskine didn't last long.

Robert Hare, whose 'The Doctor's First Murder' is just out, is really Robert H. Hutchinson.

That Morris Lavine tale, 'The Case of John Day,' is not about the publishing house of that name.

G. B. Shaw has come back to New Zealand because she gets all her story plots there.

Wilson Collison has a new publisher.

Howard Stephenson, book critic for the Toledo 'News-Bee,' has not only been asked to write an additional chapter for the next edition of 'The Crime of Cuba,' but is to be writing?

So many changes in Cuba, Carleton Beals has had to write an additional chapter for the next edition of 'The Crime of Cuba.'

Maurice Hindus supposed to get back from Russia this week. He has a new book coming out soon.

Alfred H. King is a fall guy for any story with a theatrical background.

'American Spectator' will soon have another editor, Sherwood Anderson is the latest to join the editorial group.

Reported that George Russell, or 'AE,' Ireland's foremost poet, coming here in state.

Zoula Bronfield won't take possession of his Long Island place, but will go to Baltimore.

Ludwig Lewisohns have a new baby.

Tom Johnstone has taken a studio apartment, as befits an artistic person.

John Vandercok writing from Suva, or some such place.

Reginald Taverer, who had 'For Valor,' a war story, in the Oct. 21 'Liberty,' was formerly a member of Universal studio publicity department.

W. Christman, writer-poet, recently celebrated his 46th wedding anniversary on his farm at Duaneburg, N. Y.

The syndicated column, 'Behind the New Deal in Washington,' written by Willis Thornton during the vacation of Rodney Dutcher, the regular by-line.

R. D. Blumentfeld, editor of the London 'Express,' in New York on a visit. Arrived today (17) on the Olympic.

Walter Howey to the Coast to talk to boss Hearst.

Maurice Cowan, editor of 'Picture Goer,' London film fan mag, in New York for a o. purposes.

Bill Vallee, Rudy's brother, clicking pretty heavily as a new scribbler. He's got a little spread in the current 'Radio, Fan Fare' and a piece in the next issue of 'New Movie.'

Alex Gottleib, who's pa'ing for U.A., manages to sell two short shorts weekly to one of the syndicates. He says.

Newspaper 'Snatchers'

That raiding thing comes out at a pretty hectic pace, with William Randolph Hearst doing the leading and, at least so far, with all the honors. All newspapers are watching his tactics nervously, Roy Howard, who's the hardest hit thus far is—thus far—taking it pretty easy and not worrying much. Hearst started by taking Alice Hughes, shopping columnist; Carl Allen, aviation editor and Prunella Wood, fashion writer, away from the 'World-Telegram.' Then he made offers to Heywood Brown, who said maybe later. Joe Williams, who wasn't interested; to Robert Garland, who said he'd sleep on it, and some others.

Roy Howard's answer was to go out and grab up Westbrook Pegler, and then he stopped cold, evidently on the theory he couldn't name writers, so didn't have to worry. To friends, Howard said he wouldn't allow Hearst to scare him, or stampede him into raising salaries all down the line and go cuckoo in other ways.

Now it's learned Hearst has propositioned other news newspaper writers in New York also. Dorothy Parker couldn't be bothered, but Frank Sullivan's signature is on paper. H. R. Knickerbocker is thinking and any number of others are supposedly considering figures.

Just what the Hearst idea is, grabbing up writers every available name newspaperman is hard to figure, but that he's serious about doing it is now no longer in the conjectural class.

Baseball Writers' eer

To avoid a repetition of the situation which developed recently in Chicago, where the local chapter decided to recognize only the scorers chosen by its vote for the city series between the Cubs and White Sox, and to ignore the selections made by Commissioner K. M. Landis, and a second dispute in Washington over the World Series scoring, the Baseball Writers' Association, at its annual meeting, adopted a resolution permitting Judge Landis to pick the scorers in the future without consulting local chapters.

The parent body also upheld Judge Landis' action in picking scorers for the Chicago World Series, and the ranks of unemployed sports writers, such a policy having been advocated by the Association at its meeting a year ago.

The Writers' Association likewise passed a resolution requesting the American and National leagues to permit the International Brotherhood of Writers to install press box wires and keyboards, a privilege now enjoyed solely by Western Union.

Harry Salsinger, s.e. of the Detroit 'News,' was elected president of the Association for 1934, succeeding Denman Thompson of the Washington 'Star.'

E. & P. Now Pub.

'Editor and Publisher' goes into book publishing within the next couple of weeks by the issue of 'A Giant of the Press,' by Barnett Fine. It's a biography of Carl Van Vliet, former managing editor of the 'New York Times,' and carries a foreword by Louis Wiley, 'Times' business manager.

'Editor and Publisher' intends to publish other books also, the number depending on the reception of the first. Idea is sort of new paper library, with books of by and about newspapermen. Parts of the first book were printed in the weekly in a half dozen instalments.

Hardworked Artist

Ham Fisher, creator of the 'Pa-louka' comic strip, is what he calls the 'poet-lariat' of the Artists and writers' organization, principal function of what is a jaunt to Miami Beach each winter. This week the boys are breaking in at White Sulphur Springs, in reading of the Florida invasion. Among the events at the Springs is a one-man rodeo by the same guy, Fisher.

Another Code

American Fiction Guild, organization of pulp mag writers, will have its code, with a view of drafting the document John Wildberg, attorney, is returning from Hollywood for conferences.

On completion of the code, Wildberg returns to the coast where he has been representing Roger Pryor, Peter Arno and the Teatro di Piccoli.

Barnstorming James

Scribner has arranged a lecture tour for Will James starting in Chicago next month and continuing through the eastern states. James is currently in Hollywood appearing in a part in the Fox filmization of his book, 'Smoky.'

Going Places

By Cecelia Ager

Top-Floor Cooch

Our little 'Mae' West with her sunny ways, her elegant refinements, her classy accomplishments, has come back to us—come bigger to us in 'M' No Angel', a bigger, better, and bolder brood.

A lady who can coo with only a close-up of her head and shoulders showing on the screen, and, so limited, make that coo more eloquent than a whole burlesque wheel full of strippers in the flesh; a lady who can go through a whole picture with nothing in her mouth but her own pearly teeth, and make it look like she's got a neat wad of chewing gum lodged there all the time—that's our Mae.

Like Eddie, everything Miss West does, she does elegant. She can raise her hand to her head and pat her back hair like, say, a duchess. She can reveal her past and outline her future in a stroll of six provocative, convoluting paces; she can swish her skirts by a delicate flex of her knees; she can give out the idea merely by rolling her eyes heavenward and humming "n—" through her full-curved lips, and sensitively to the scent nostrils.

Here is the wisdom never to run the chances of boring by telling the whole story, but to hint only, to suggest, to give but the gist of the matter. She feels the audience should know for itself the thrill of catching on, of interpretation. Miss West wouldn't tell the whole story, nor would she waste anyone else's.

When there's work to be done, therefore, she looks over her prospect feet first and so on appraisingly upwards till, if all has gone well and she finds it worth while, she looks at his face. Miss West's art, flowering to still fuller bloom in 'M' No Angel', has gained in directness. Her poised and self-confident, when she is engaged in her particular calling, can be an inspiring lesson. She puts her unselfish heart and soul in it, and when occasionally she must be diverted from her chosen field by the exigencies of plot and made to trifle with acting, she makes up for it the very instant she's let back on the right track. Miss West is a one-track artist, however, only because she appreciates in her age-old wisdom that one thing's enough for anybody to set her body and mind to, if she has the instinct and the interest for doing that one thing superlatively well.

Hen's Memoir

The way 'The Private Life of Henry VIII' puts it, Henry was a highly fortunate man in the choice of his wives. Six of them—and no two alike. Here, the whole game of femininity, and when at last he settled down with Katharine Parr (Everley Gregg) and began to behave himself, he could at least look back upon a life rich with the spice of variety that is said to make it worth living at all. Though he learned nothing about women during it all, still he could not rightfully complain of dull moments.

He didn't learn from beautiful Anne Boleyn (Merle Oberon) and her five lovers, for instance, that Kathryn Howard (Binnie Barnes) would give him the same kind of trouble. Both of them young, spirited and wenchy, Miss Oberon's deep one, Miss Barnes more obvious in her allure, and so more patently determined—he couldn't tell from having to cut off Miss Oberon's moody, finely poised head that he'd have to cut off Miss Barnes' regulation pretty, slightly influenced by American picture actresses, head too. Just for a moment, right after he had despatched interesting and pictorially effective Miss Oberon from further fascinating on the screen, did he catch on, did a flash of intuition light his way. Then he announced he was through with intelligent women, the best of whom, he happily should take a stupid wife, like Jane Seymour (Wendy Barrie). And even in the 16th century, it seems, a gal's lack of intelligence was determined by the proportion of gold in her hair.

Ann of Cleves (Elsa Manchester) divorced Henry straightaway, and so they remained the best of friends. Miss Manchester too has looked at American pictures, mostly those with cute pet girls in them. To discourage Henry's ardor, she decided to feign a grotesque homeliness and awkwardness, but it is difficult to discern precisely when the awkwardness, at least, is meant to be phony.

Ethel Shutta Blues

Award that on her slender shoulders rests the whole burden of representing her sex for the Paramount stage show, Ethel Shutta steps forth from the wings a standard-bearer beautiful and gallant, a ravishing picture of lovely femininity dazzling from head to toe in deep French blue velvet.

Her simple gown knows the importance for stage costume, appreciates, too, the stage's oft-neglected duty to present the best of the advance mode, so it offers the princess silhouette cut with a brief train, and masses ostrich feathers dyed exactly the same color as the velvet across the arm tops of its dropped shoulder décolletage. The long leggy look, the cheery look, simplicity and great elegance, all at once.

Then, in compliment to Mae West, whose new film may be seen afterwards, Miss Shutta wears a large matching velvet picture hat. It was Miss West who started this picture hat business, and a swell idea. It was especially Miss Shutta interprets it with a young shallow crown, a debonaire tilt to the wide brim, and, best of all, matching ostrich feather tips curled under the brim at one side to caress her cheek, over the brim at the same point to give jaunty height.

And while she's about showing her pretty femininity can be, Miss Shutta can't help proving how nice it can be, too. Since Miss West is going to take care of the innuendo branch, Miss Shutta does her bit for the forthright, likeable girls, the open and above-board ones who, too, have their place in the sun.

Too Modern

Barbara Stanwyck is very good at being very much in love, which suits 'Ever in My Heart' splendidly. But at being a New England maid of old old New England stock, well—no. More a big city child, Miss Stanwyck. Less inhibited than the Massachusetts missys. The slide in her diction conjures up a freedom of action and tolerance of philosophy which no amount of discreet small-town party dresses, no stiff 1910 pompadour can stifle. Cast her any way you will, in any epoch, any environment, Miss Stanwyck's basic contemporaneity, her kinship with this emancipated jazz age, will not be denied.

She might have started in a little country town, but it had more than a corner drug store for the entertainment of its younger set. And she wouldn't have stayed there anyway. Miss Stanwyck is one of the people, the time blood of carping aristocracy does not course through her throbbing, vital veins.

When emotion is demanded in 'Ever in My Heart', Miss Stanwyck's right there, for emotion is Miss Stanwyck's meat. She can serve it any style, restrained, despairing, smouldering, hysterical. This time despair and restraint flavor it, for it's a sad, sad story Miss Stanwyck's living through, and a true one, too. Her disheveled hair during her finely-acted bedside vigil proves it.

Laura Hope Crews pops in and out as an old-fashioned New England grandmother, but the excellence of her aged make-up cannot control the lush dramatics in her voice. Ruth Donnelly plays the hired girl, 'girl by courtesy', with just enough picture-lighten but not destroy the picture's fateful mood.

Those Pesky Roxettes

It must be pretty trying for a costume designer, after he's wracked his brains thinking up details to make his line-up look the spitting images of one another, after his dressmakers have fitted the costumes to the girls, bearing in mind their individual structural variations and striving to correct them, after his milliners have stuck their hair all pins seeking to shape their creations to each girl's head so that from out front there will be a perfect unanimity of effect—to see how the minute those girls get off to their dressing rooms all alone with those costumes, they do their very best to defeat him.

It isn't so much the way they adjust their dresses as the must tear his soul, it's the wilful, rebellious, simply heartless way they put on

Did You Know That—

Dorothy Dilley returns to the stage in 'Hot and Bothered'...Doris Warner and Mervyn Leroy will take the 'Empress of Britain' for a world 'honeymoon cruise'...The 'descent of the Atrid' of the Big Bad Wolf to the youngsters in Long Island public schools...Marilyn Miller certainly glorifies those 'Westmore wigs'...Doris Duke was at 'Thousands Cheer' the other night; also Eddie Dowling, and Rae Dooley and Peggy Joyce were swathed in silver fox and orchids...Mickey Zukor stopped to witness a football game at DeWitt Clinton last week...Mrs. Harry Cohn will spend the winter in Florida...Lyda Roberti made a pretty picture on Madison Ave. recently in a pearl grey costume, fur trimmed...That was Regina Crewe lunching at Sardi's...Bert Lytell often joins George Cohan on his daily walks around the reservoir...Flossie Rice, daughter of Grantland Rice, is taking four and five lessons a day preparing for a stage career via Dwight Winans' new show...The daughter of Dorothy Dixon has refused a picture offer from Columbia...Mrs. Jack Warner wore a lovely white gown, trimmed in ermine tails, at the opening of Paul Whiteman's new place...Gloria Grier and Donald Lockwood were happy and bridal lunching with girl friends last week...and Georges Metaxa and his beautiful young wife were in a romantic haze while lunching...They say Charles Laughton gives a great imitation of Uella Parsons.

their hats. Some on the back of their heads, some plunk on the top of them, some slanting over the left eye, some over the right. Weeks of careful planning destroyed, smashed stamped upon—simply because every single girl will put on her hat in the manner she thinks is most becoming to her.

Of course a fellow could design close-fitting helmets for them week after week. They couldn't suddenly go individual about helmets. Oh, they'd sneak some hair out on their cheeks all right, but no body could see it from out front at the Music Hall. But helmets are such a bore, and such thrilling, pictorial things can be done with brims—if only those girls wouldn't be so darned selfish!

Well, this week at least the ballet corps' have a mighty hard time trying to get some personality in the brims of their hats, the clever way those brims have been contrived to frustrate them. They're oval disks fastened to the backs of black helmets, safe from harm. Ah, but those incorrigible Roxettes! It was hoped to control their yearning for expression by giving them helmets, too, but their long circular nudie-chignon dresses simply cried for complementing large round picture hats, which, placed on the side of their helmets, put them right in reach.

London Pic Biz

(Continued from page 11)

Even at former figure can linger for several months.

Hippodrome—'Give Me a Ring' did \$13,000 for several months, which is \$2,000 profit. With Evelyn Laye out has dropped to about \$5,000. That of moving it to another house, making the tenth.

Little—'While Parents Sleep' in third year and still yielding \$2,000, which—slight profit, as cast-inexpensive. That of moving it to another house, making the tenth.

Lyceum—'Good Company' sort of high-grade concert party, with most of cast working for apples, just for the West End. Doing \$10,000 at popular prices and healthy profit of about \$5,000.

Lyric—'The Ace' from the German opened badly due to anti-German reaction but is gradually overcoming it. Now doing around \$4,500, but will have to vacate to make room for new Gilbert Miller

Among the Women

By THE SKIRT

The Best Dressed Woman of the Week
MARILYN MILLER
(As 'Thousands Cheer')

A New

Marilyn Miller returns in 'As Thousands Cheer', prettier than ever, more beautifully turned out, and as nicely gowned. Her entrance frock is of silver cloth with a jeweled poplum and the cut of the skirt is as cunning as 'Alice in Wonderland' sort of costume and a black velvet bustle is adorable.

Miss Miller's voice is more throaty than before and it is disappointing that she does only two little snatches of dancing. There is no trace of that bubbling abandon which so endeared her. Instead, she is a poised young lady of no mean ability as a mimic. Perhaps her restraint is an expression of the times, maybe it just isn't smart any more to make the effort.

Helen Broderick always delivers and in this case has the happy instance of suitable material. Ethel Waters shows a mature talent for emotional acting as well as singing.

The costumes throughout are tasteful and attractive.

The town turned out for the opening of Paul Whiteman at the Paradise Friday night (13). No premiere has been more brilliant. Faces you rarely see at night clubs were present. And did Paul's band play.

N. T. G. has a gang of girls all young and beautiful. He has dressed and undressed them, but the little clothes they wear are all colorful and expensive. For the opening number the girls were in kiddie clothes from rompers to bathing suits. Nellie Kinkaid led the shows girls in a cloth of gold costume while the girls, showing much, swished about with black trains.

A pretty girl called Countess something or other did an acrobatic dance in a powder blue chiffon accoridian pleated. The little miss from Georgia did nice taps in a costume consisting of merely a ruffle at the neck, waist of blue and white and a hard blue satin hat. A waltz number was exquisitely done with the solo dancer in pale pink net. A dance team had the girl in a white lace dress, the last word in beauty.

Mimi Claudet, from Paris, did her acrobatics in orange velvet trunks and brassiere while Peggy Healy was pleasant in blue lace with the girls, as kittens, in the usual white satin and white fur.

N. T. G. always goes in for exquisite headresses and in this new show he has surpassed himself. An Indian number of variegated colors is breath-taking. Two of those 'Moanin' Low' sort of numbers, were splendidly dressed, one consisting of black net with velvet panels.

Id Roxy

If the Seventh Ave. Roxy is any criterion vaudeville seems to be holding its own. Then, too, from our during the program and plenty of applause for the acts that warranted it. Dave Schooler is still m.o.

The first lineup of the girls has them in black tunics with silver shoulders and head dresses. Phosphorus hoops loan much color. A cute little trick carried on with Mr. Schooler. She had Jean Harlow hair and wore a short white dress with suspenders over a white blouse.

While a man sings taller girls swirl about him in gray and purple gowns with more bare body than dress, also huge feathered hats.

The girl of Ames and Arno is a nice little comedienne in orange velvet, discarding the skirt to do some adagio work, mostly very funny. A real 'Tea-Tea-Boom-De-Bo' number had the girls in white skirts, very full and ruffled in red. Rolled black stockings, with high shoes and large hats recalled the good old days. The picture was 'Saturday's Millions' with Robert Young and Leila Hyams. Miss Hyams is smart looking while driving a two-seater, a small hat overshadowing a huge fur collar. The atmosphere of a college town finds Miss Hyams in the usual collegiate type of clothes.

Bawdy and Nice

On 45th street is the Lyceum theatre, and 'Sailor, Beware'. One of those things they can't resist. Like it or not there are plenty of chuckles and admirable direction.

It's bawdy but it's nice. And the five women in the cast hostess in a place in Panama. They all wear evening gowns well, also a few pajamas. Audrey Christie, the important girl, wears one white sport outfit, Miss Christie, with no pretense to beauty, has a charm not unlike Muriel Kirkland.

It's Still Cohan

From the ridiculous to the sublime, George Cohan's 'Ah, Wilderness', Eugene O'Neill is credited with the authorship but it is still Cohan. As Mr. Cohan explains it, 'I am playing my own father'.

It is one of the pleasantest evenings to be spent in the theatre as George Cohan is giving a performance which will make stage history. No one should miss a line of it.

show starring Leslie Howard.

New—Richard of Bordeaux week of the season's smashers doing around \$10,000 for several weeks. Has now dropped to \$8,000, which is still \$3,000 to the good.

Phoenix—'Women Kind', not making any money at \$5,500, with Barry Jones and Maurice Colbourne getting ready new production.

Piccadilly—'A Sleeping Clergyman' around \$5,000, and with management having theatre on very favorable terms from the official receiver are making a little money. Prince Edward—Josephine Baker season not likely to set place on fire. Overhead is heavy at around \$9,000 and at outset looks like even break.

Princes—'Wandering Jew', revival, is making money even at low top of \$1.75, due to the popularity of Matheson Lang—Average grossers around \$6,000.

Queen's—'Night Chances' lingering at around \$3,000, which is distinct loss. Likely to fold any minute.

Royalty—'The Brontës' at the \$2,500 mark, which about even in break, but will linger as management has made money out of run, but now looking around for new production.

St. James—'Tate Christopher Bean' the ace of season's smashers and coming a barrel of money, has never played below \$11,500, with

taking varying by around \$25 per week, which is virtually capacity. Show still good for several months and should yield Gilbert Miller about \$200,000 in a 40 weeks' run.

St. Martin's—'The Key' will give up after month of very poor business with average not exceeding \$3,000 per, despite popularity of Godfrey Tearle. 'The Wind and the Rain' is new show, scheduled to replace.

Savoy—'If Only Father', new show marking return of Sir Martin Harvey, took real Brodie, and immediately replaced by 'The Belle', which is in for short run awaiting the new Charlott revue.

Shaftesbury—'Before Sunset', German play starring Werner Kraus, trying to overcome first night's uproar by anti-Germans. Now doing around \$6,000, but not likely to stay.

Strand—'Nice Goings-On', featuring return of Leslie Henson, opened to smash and grossing steady \$13,000 per, which is capacity. Looks like continuing at that figure for several months.

Vaudeville—'After Dark' dropped to danger zone, but picked up in last few weeks and now around \$6,000, which means management confident of continued run. Cast has returned to full salary after 20% cut for several months.

Wyndham's—'Sheppey' around \$4,000 and in red. Not likely to linger much longer.

East

Inspector Charlie Chan (legit) now 'Keeper of the Keys.' Opens tomorrow (Wed.).

NRA urges abolition of night parking on streets to help garages. Fire in **Pelham**, Queens, Island, Monday (9), but out before flames could spread. Loss slight.

Report has **Al Jolson** signing for name part in a musical version of 'Porgy.' Believed to have contacted the Guild for rights, but Guild will have no part in the production if it goes through.

Original **Little Eva**, now 35, attended the opening performance of 'Uncle Tom's Cabin' in Boston. Now Mrs. Macdonald, but then Cordelia Howard.

Brooklyn jury in a supreme court trial awards \$25,000 to Mrs. Marie Ward, injured in the Farragut during a panic caused by labor troubles. Verdict is against the F. R. O'Connell, owner of the ship.

Slav Lomborg in town to retouch 'Lover Lady.'

Trouble in Chinatown. Rubberneck bus conductors last year were kick in four bits to the custodian of the Joss house, but they only permit him to keep a nickel of it, so he's on strike.

Cartney Burt, readying a road troupe of 'Sailor Beware,' to open in Chicago.

Belief that repeal is coming hurts the grape trade in N. Y. Last year 35,000 cartons were sold around here for pressing.

Paul Hainley, who built several amusement parks on Long Island, died Oct. 9 in Santa Monica (Rockaway).

Benjamin Weiss and **Jack** Miller, charged by the police with having caused the death of Rose Cragg, taxi dancer, are given jury at their examination last week.

Police, searching for the body of a fisherman drowned off the Long Island coast, stumbled on a nude corpse. Crowd following the cops annoyed the sur-bathers who complained.

Fan dance in a West New York (N. J.) cafe brought lowered taxes, which gave gamblers chance to shoot one man and seriously wound another in Silver grill Wednesday (11).

Sally Rand put some clothes on Wed. (11) when the license commissioner told the theatre to dress her up or shut up shop.

Jobless musicians after the Police Band again. Claim competition.

Incia Tolle, German picture player, arrived Wednesday (11) and that evening the Varoneson von Contard skydive west. Same person. Married meanwhile, to the grandson of Adolphus Busch, the brew magnate.

Daniel Frohman honor guest at N. Y. Advertising Convention Wed. (11). Large professional turnout.

Rosika Schwimmer enters suit against Upton Sinclair in supreme court, asking \$100,000 damages. Claim based on statements in author's book on William Fox.

Edward Ziegler, of the Met, back from four months abroad. Avoided opera to take a rest. Had a kind word for the Hipp opera. First thing the ship news men now ask incoming Mets.

National Air Pageant flees petition in bankruptcy. Liabilities are \$53,325 against \$12,957 assets. All fliers paid off, but parachute jumpers still up in the air.

Walt Disney given an award by the Academy of Fine Arts, Buenos Aires, for his cartoons.

Eugene O'Neill and the Mrs. to Sea Island Beach, Ga. Back later to rehearse his 'Days Without End' for the Guild.

Case of **Madeline** Freedman against Earl Carroll dropped. Carroll contends the suit was not 'withdrawn' since there never was such a suit.

Ticket brokers summoned by

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.

Brook Pemberton to answer charges of kiting tickets to 'Sailor Beware.'

Bernard Dudley Ducker, financier, and **Edna** St. John, former actress, for divorce, naming David Hutheson, English actor. Married only five months.

James Gordon, tour 'Design for Living' Corinne Griffith the only cast engagement yet.

Equity arbitrators give decision for the Guild as against Abbott and Wurd. Hold that the written contract stands as against a verbal one.

Time honored 'Die Fledermaus' changed to 'Chamberlain' by Dwight Deere Wiman. 'For God and Country' is now 'Move on Sister.'

In answer to the popular query, **Sarah** Lake is afraid of the big, bad wolf, only it's in the plural. A pack turned up there last week.

One of the firms advertising liquor for delivery after repeal announces it has placed a \$5,000,000 order. Firm will charter a ship to start just before the ban is lifted and anchor it off the 12-mile limit until it's legal to come in.

George Kelly, playwright, back in town, but no definite idea why.

Mrs. Helen Vogel Stern, \$4,000,000, actor and actress, Mrs. Ruth Eringer Nathan settled out of court. Terms not stated other than that Mrs. Eringer says no money for her.

Equity bars appearance of Oliver Wakenfield in 'Follies.'

Examinerist's Guild attacked by Owen Murphy to aid him in collection of royalties he claims due from the Shuberts for his work on 'Hold Your Horses.'

Robert E. Sherwood and **Marc** Connelly sail for London with the probability that Sherwood's 'Acropolis' may be seen there before the American actor and actress.

Windy, planned for a Boston premier, has been withdrawn.

Judge Goldstein, in Yorkville court, refuses to punish a woman for slapping down her rival. Dismisses the case.

Officials of Diversified Film Corp., recently found guilty of mail fraud, decided to sue the U. S. would cost \$10,000 to print the record of the extended trial and they haven't got the money, they tell counsel.

Monolo, a Spanish matador, announce in Madrid that they have signed with Arthur Shaw, U. S. carnival man, for bull fights in New York and California. No contract is formed in which the bulls are not killed.

Chas. Hopkins and **Raymond** Moore double up to produce 'Strange Orchestra' and 'Wooden Slipper.'

Ruth Roach, rodeo rider, won her heat in the broncho-busting Thursday. Cracked a leg. In Polyclinic hospital.

Nick Holide quits A. C. Blumenthal enterprises. Going to take a trip around the world, he says.

State of Justice Fund, executive comm. moves to offices in Fitzgerald Bldg. Donated by the Leblang agency.

Que Hill may bring to town the 'Streets of New York,' concession now at the Chl fair.

Auction sale of seats for Philadelphia for \$17,000.

Family Upstairs, which had a recent Chicago run, will try an encore on B'way. Coming in Oct. 24 for Leonard Doyle.

English actress who has been rehearsing for Russell Janney's new play, went home Saturday in such a hurry she had to buy her ticket on the spot.

Graham McNamee won't marry **Anna** O'Brien, model, married Frank Keifer six weeks ago.

Strike of 20,000 radio factory workers threaten. A protest against NRA minimum pay.

Margaret Sullivan can keep a secret. She was divorced last May from Henry Fond. Just telling.

Anthony Mastrant, elevator man in London, 72nd St. theatre, hurt when he steps into the shaft and dropped to the basement. He thought the car was there.

Department of Justice orders retention of all potable liquor seized in recent raids with view to possible resale following repeal of prohibition, expected in Dec. Usual procedure has been to pour it down the sewer or into the ocean.

Irving Place and Republic theatres, burley houses, told they're no more privileged than Sally Rand and to put on something.

N. Y. University is getting out a newspaper, 'American News' with a vocabulary of only 700 words. Designed for foreign students who are learning the language.

Mrs. Carlyle Blackwell lost a ring Sept. 5. Offered a reward of \$2,500

for its return. Offer now doubled. Jewelry store says to that musical, which would have been called 'Jerry.' Off for a time, at least.

N. Y. Court of Appeals sitting on case of **Kirke** La Shelle Co. against Paul Armstrong, Oland Phelan Beale, J. Shee Co. got half the rights to 'Jimmy Valentine' play exclusive of film rights. Now claimed exemption did not apply against talker version made by Metro. La Shelle wants half the \$15,000 obtained from Metro.

Catholic Actors' Guild complains to Dist. Atty. that girls seeking theatre and show jobs are preyed upon by potential bookers. An investigation being made of specific charges.

Five Ringling-Barnum elephants had a tummyache in Charlotte, N. C., so the show had to move. The bulls, though, were stricken, but only five too ill to move. Poison suspected.

Delos Chappell, who put Central City, Col., on the map again, reportedly to be planning B'way production. March make 'Heavenly Express' his first.

Milton Aborn opera will take to the road Oct. 30. New Haven first stop. Gilbert and Sullivan rep.

Paramount trustees withdraw court plea for permission to sell Detroit subsidiaries.

N. Y. department store makes 'Three Little Pigs' basis of a page ad.

Bear cub taken to jail and locked up Friday (13) when he bit a woman on the cheek. He was on the square and the kid stuck his finger through the bars. Owned by Ronald Stout, who is held in \$50 bail for General Sessions. Boy not badly hurt.

Dorothy Watson, who was in the revival of 'American Tragedy' returned by Los Angeles county coroner's inquest into the death of William and Willis O'Brien, who were killed by their mother. Boys were sons of Willis H. O'Brien, film technician.

Patricia L. Harris, 24, daughter of a friend, has been adopted by Henry Duffy, coast legit producer, and his wife, Delia W. Harris.

George W. Keister, of Pasadena, pleaded guilty in Superior court to a felonious assault charge in the shooting and wounding of Delores Le Mar, dancer.

W. S. Van Dyke, film director, exonerated in Santa Monica by a coroner's jury of blame in the death of Carroll L. Stewart, killed in auto accident.

Los Angeles city council adopts a resolution objecting to the city attorney to take all possible steps to close tango parlors.

Gov. Rolph of California signed extradition papers which will send Ben Jones, a Los Angeles project, representative back to a South Carolina prison, from which he escaped 10 years ago. Pleas of film people on behalf of Jones failed.

Low Cody elected president of the Stage and Screen club in Hollywood. Donald Wedge, vice prez; Eugene Keister, 1st. sec.; Edmondson, sec.; Edward Kimball, chairman; Garfoss, executive manager, and Herbert Knighton, p.a.

Kathryn Crawford, actress, severely injured when she fell from a second-story window in a Hollywood apartment.

Bobbe Arnst, threw a Hollywood party in celebration of the final untangling of the knot from her former husband, Johnny Weissmuller.

Motion picture studios and radio stations have pledged full co-operation with the annual Community Chest drive in Los Angeles.

Los Angeles county coroner's jury returned verdict that Tom Boy, film star, was shot and killed by Alta Lessner, who later attempted suicide.

Through demurrers, defendants in the \$33,950,000 suit brought by the IATSE against Louis B. Mayer and David L. Broderick, picture company, seek to block the action. Union, in its suit, alleged defendants conspired to break up the IATSE.

The Olympic swim champs have signed for picture contracts. Metro has just put Allen Riggins, Marjorie Lowe and Dorothy Foynton on the payroll.

Property settlement agreement has been entered into in Los Angeles between James N. Crofton, sportsman, and his wife, Mona Ricco, actress, although neither admits divorce plans.

Beatrice Powers Kirkwood has fled suit for divorce in Los Angeles Superior court against James Kirkwood.

Ross Conn, pleading guilty to a charge of battery based on a row at the premiere of 'I'm No Angel' at Grauman's Chinese, Hollywood, sentenced to 120 days.

Alice White told the grand jury in Los Angeles, which is investigating the beating accorded John Warburton, that the latter snatched

her so hard that 'it's a wonder I didn't die.'

On her declaration that her husband, Stan Laurel, comic, was in the habit of absenting himself from home for several days at a time, she was told N. Laurel, granted divorce in Los Angeles. Property settlement agreed to.

Robert Rawlins, actor, arrested in Hollywood on an alleged charge of forgery.

Annulment of her marriage to Clifford C. Campbell, N. Laurel, sought by Helen McFarland of vaudeville in Los Angeles.

Refusing to talk, Mrs. Alta Lessner is fighting for her life in General Hospital, Los Angeles, where she faces a charge of murdering Tom Bay, film cowboy.

Miriam Jordan, actress, returned to Hollywood from the east, reporting that gems valued at \$8,000 were also sent from her on her cross-country ride.

Gloria Stuart, actress, reports that her trial separation from her husband, Blair Gordon, sculptor, has been successful and that 'we are lovers again.'

Alfred C. Read, Jr., whose wife brought a \$75,000 alienation of affections suit against Claire Windsor, fazed as a prize-fighter when he was knocked out in the first round of a bout in Oakland, Calif.

Mrs. Hazel O'Brien, wife of Willis O'Brien, film technician, who shot and killed her two sons and then attempted suicide, has been transferred from the Santa Monica, Calif., hospital to the prison ward of the General Hospital.

Oscar H. Brossi's self-described spiritual friendship with Greta Garbo, jailed in Santa Monica, was said to have found him outside the star's house.

8TH AVE. COWHANDS RIDE OVER TO B'WAY

John Fogarty, tenor appearing at the Capitol, N. Y., former Montana cowpuncher, will be host at noon today to the entire complement of hands competing in the rodeo at Madison Square Garden.

The westerners, led by the cowboy star, will proceed on foot to the Santa Monica Square to the theatre, picketing their mounts on Broadway until after the performance.

A squad of cops will guard the ponies, and a special corps of white wings will be on the job.

Illness took Vincent O'Donnell out of Loew's stage Saturday night, forcing his doubling from the Capitol for the final stage show. Tenor is regularly booked into the State in two weeks.

CASH FOR ACTORS' FUND

About \$6,000 Expected for Tilden Elimination Matches

A total of nearly \$6,000 will be realized for the Actors' Fund of America as a result of the Tilden elimination tennis matches held at the Park Ave. Tennis Club.

While not computed as yet, it is said the expenses will run under \$700.

Ruth Harding, press agent and tied up the stage and screen with numerous boxes sold to luminaries and broadcasting arranged for on the air three times.

UNDESIRABLE LADY

(Continue from page 54)

third act. When they are at length 'caught' in a stagey scene that is meant to be risque but is only inept, the play finishes a bad second to the anticipations of even the dullest in the audience.

Sally commits suicide and the two men are killed and await death by starvation, the audience lawyer revealing that he knew right along what was going on and had fed their store of food.

As most of the stagey 'situations' have been hammered out with no other intent than artificial theatre. People are puppets and action never once transcends stage manipulation.

Most convincing details of the play are the sound effects of yelping dogs and shrieking wind outside. The only honest things in the piece are the mechanical effects. The rest is a phone.

Maybe it wasn't a fair test for Nancy Carroll's return to the stage after achieving distinction in pictures, as when she was in the driver's seat of the vehicle, she was far from redeeming it. Lee Baker (the same who was Ezra Mannon in 'Electra') did nothing to reclaim the lawyer role from near-imbecility. Edward Dieter as the disguised trapper did well enough in tough circumstances, playing the sulky sex victim with sulky helplessness.

Rush.

New York Theatres

Weds. to Fri., Oct. 18-20

81st ST. ONEWAY

86th ST. AT LEX. AVE.

RICARDO CORTEZ

"BIG EXECUTIVE"

Also at 86th St.

"REFORM GIBBY"

HARVEY ORRIS

LOEW'S 25th MON-FRI

On Screen

"Too Much Harmony"

BING CROSBY

Stage-Dare Apollon & Others

2nd Week

"NIGHT FLIGHT"

On Stage-AL TRAHAN-Others

5th St. Jean Harlow

BOBBY HENRI

GOLD REVIVES WILD WEST

Columnists' Feed for Mickey Skolsky Gives 'Prince Mike' Room for Squawk

was Sid Skolsky's farewell party Tuesday midnight (10) at the snooty Embassy club on East 57th street, New York.

As Louis (Journal) Sobol said, "No use kiddin' you, Sid, we're all glad you're going; means less competition all around. Too damn many Broadway columnists already."

Ed Sullivan who, with John Chapman, also on the 'News', staged the shindig for their contemporary and conferees, was elated at S. Jay Kaufman's crack that "Broadway columnists are the Prince Mike of Journalism." Sullivan cracked that was okay with him and with a Schnozze. Durante stimulation, he observed, "That means we got royalty in our veins."

When Lou Holtz' turn came to m.c. and pace the professional talent that had turned out for the departing - for - Hollywood columnist, he thought that 'Prince Mike,' who happened to be present, should sue, over that crack.

Joe Cunningham was the de-resistance of the evening. Skolsky thought he ducked when passing the buck to Cunningham but after that able after-dinner spieler had milked 'em and turned it back to the dimwitutive columnist, Skolsky regretted being put in a spot to follow a raconteur like Cunningham.

The cartoonist - newspaperman - author, whose manner reminded many of being the best ever since the late Renold Wolf was pungently effective in all his observations. His Tin Type on Skolsky who has done Tin Types on the great and near-great labeled him as a 'Hester Street hillbilly' whose bassinet was a shoe box filled with sawdust.

Cunningham called on the other Broadway columnist, the thing about Sid, Sullivan started it. Chapman followed. Paul Xawitz (Sunday Mirror), couldn't take it and scrambled. Louis Sobol spoke the truth in a frank and friendly rib on the guest of honor. That set the pace. Too many names were being said about Sid until Sobol started.

Told to Stand Up

Cunningham called on A. Jay Kaufman, whose 'Round the Town' column in the old 'Globe' he characterized as the first Broadway column. Kaufman ribbed and puffed. He plugged the restaurant men present as evidence that the popular Reuben's, LaFare's, Taverns, et al realized what a great free ad the columnists gave 'em. Cunningham saw malice in this because Kaufman also rang in a little plug for S. Gregory Taylor.

When Skolsky's turn came he was told to stand up. Illustrating that he wasn't on his knees, that he was really standing up, etc., the photographer later in the evening unwittingly ribbed Sid by again insisting that the departing columnist rise to his feet for prominence. In the group picture: Again he pleaded that he was standing up. A pop high chair had been brought in for Sid but the Mickey Mouse of Broadway, as he is labeled, eschewed that. Skolsky added that he understands there are two farewell parties being given him - another one in Hollywood when he gets there.

Col. House, editor of 'News', was a serious contributor to the evening, telling the bunch that the paper was sending Sid out for a year only to cover Hollywood. Skolsky had been in the film capital twice for brief sojourns and came back with so much gossip, chatter and Tintypes that his Broadway column was chiefly Hollywood gossip, as is the case with the other columnists who seem to maintain fairly efficient Hollywood spies.

Skolsky's coast stay for a year leaves Sullivan alone handling the Broadway beat for the 'News' and Chapman doing his thrice-weekly column of observation, etc., not strictly of the Broadway genre. Sometimes Skolsky and Sullivan, when both their Broadway columns appeared side by side, repeated the same thing or gave slightly varied versions.

The party was held in the regular

Single Tracked

At a nite club premiere two men from the editorial staff of 'The New Yorker' were spotted by the cafe's p.a., who became overly solicitous of their welfare and sotto-voiced the headwaiter that they should be well taken care of with a choice table as they're from the 'New Yorker'.

Said the pontifex, 'Let them stay down at their own hotel. They never anything for

MRS. COSTELLO STEALS SHOW FROM SIS AIMEE

Boston, Oct. 16.

Laugh of the week is how Jessie Costello, floppo on her attempted stage appearances, stole the show from no less a showwoman than Aimee Semple McPherson.

Both appearing at Boston Arena in series of 'revivals,' Sister Aimee taking pulpit but relegating Jessie to front seat. Crowd discovered her demurely holding her Bible, and hundreds rose and rushed to get autographs. Cop had to interfere and lead Jessie from auditorium, after signature hounds had interrupted Aimee's appeal for an old-fashioned prayer meeting.

After the meeting last night both ladies adjourned to the hotel Lenox and for a time it looked as if there'd be a rumput. But Sister Aimee said she wasn't a bit jealous of Sister Jessie. Dick Dunn, publicity agent for Arena, acted peace-maker and poured oil on the troubled waters.

'Darling,' said Aimee to Jessie. 'Dear Sister,' said Jessie to Aimee. They shook hands.

They kissed - to seal the proof to reporters there was no rift.

But Sister Jessie had stolen the show. Aimee insisted she would have Jessie back on pulpit in 'like a leaf.'

'I'm not so easily upset,' said Sister Jessie, who said she was going home to her children in Peabody.

Instead, as final proof that the dove of peace was on hand, she spent the night (Saturday, 14) in the hotel suite of Sister Aimee.

MARRIAGES

Incia Tolle to Baron Gerto von Gontard, New York. 11. Bride is a German picture actress, who arrived the day of the ceremony. Groom is grandson of Adolphus Busch, the brewer.

Helen Mann, dancer, to Warren Wilson, known in pictures as Warren Burke, Hollywood, Oct. 7.

Shirley Phyllis Abbott to Donald S. McKay, Hollywood, Oct. 7. Groom is the son of N. A. McKay, manager of the Mary Pickford Co.

Georgia Graves, American dancer with Polka Berger, Paris, to marry Rene Villant, attache of Sante Republique (Public Health Service), the end of the month.

Camille Lambo to Capt. Roy Mack, New York, Oct. 12. Bride is one of the Roxettes.

James V. Allan, of New York, to Gertrude K. Alliger, Cleveland, New York Saturday (14). Allan is assistant to Gradywell Sears, division sales manager of Warner Bros.

Florence Anderson to Gordon Jennings, Yuma, Ariz., Oct. 14. Groom is head of the special effect department at Paramount.

Embassy club along with the other Tuesday night guests. It looked like a developed the things but as it developed, the outside cash customers probably had one of the best times ever.

EVEN FILM DOM BACK TO EARTH

Unemployed, However, Mainly Responsible for Return to Days of '49ers, with Saloons and Gambling Again in Existence

MUGGS' FAIR TAKE

Randsburg.

The west is wild again. Despite the flouncy reputation earned by the wide open spaces through the affections of drustore cowboys, college-educated wranglers at dude ranches and other voices of the present day that have appended themselves to the cowcraze, the virility of the cow country is coming back strong.

But it is not the old-line westerner who is making the country a place for him; it's the city fellow, who, tired of trying to get a break in stores and offices, has taken to the hills to try and pan out a living as a placer miner in the abandoned mt int towns of California and Arizona.

Since the government has upped the price of gold from \$21 to \$30 per ounce, there's a good living in following the streams of the gold country. Towns of the mother lode, where the '49ers plodded their weary way, and since long deserted, have taken on a new life and are the wide open pauses in the wide open spaces. Jimtown, Jackass Flats, Randsburg, Weaverille, Rhoylote and the Smith River are packed with former clerks, gone miner.

Deserted mines are having-their dumps reworked, with the present day miner reclaiming gold that had been, passed up by his long ago predecessor. Stores are being reopened with the city fellows working on shares with the present day owner. California has become syndicate screwy with everyone wearing dungarees and boots having the papers to some sort of a claim in his pocket. All he needs is a few fellows to grubstake him and the syndicate will make a fortune.

Not is the prospector who through unemployment has gone back to the earth the only one hit by the gold fever. It has wormed its way into pictures. Robert Harris, Universal's eastern story editor, owns a mine, as does Ben Piazza, Metro chief. Croucho Marx is in on a hole in the ground. Ralph 'Death Valley' Farnum has some sort of a claim in Death Valley, as secretive as Scotty's. Even Samuel Blythe, who has seen millions go into the ground, never to come out, has his own private mine, and loves it.

With the new gold rush has come a revival of the early day atmosphere in the revived towns. They're all wide open with everything permitted - gambling, liquor and dames, all there a necessary part of mining.

Saloons and gambling joints have adopted the names of their old-time relatives. Signs announce them as the 'Last Chance,' 'Bird Cage,' 'Honest Smith's,' 'The Water Hole.' The girls, however, have all taken new names.

According to the San Francisco mint, prospectors are doing not badly. The average mugg who takes a pick, shovel and pan, is getting around \$4-per-day-in-dust. Some are doing much better, but that's the break.

It is estimated that there are around 8,000 tenderfoot miners working through California's gold country, most of them in the Smith river district which has been particularly lucrative for the novice. Most of the new miners are family men who drag their brood with them in the family car, camping where they work. Everyone takes

Friars Okay Classy Criterion Club On Cuspidor Quota; \$10,000 Subscribed

Mizner's Squelch

Hollywood, Oct.

Another addition to the collection of gags of the late Wilson Mizner is contributed by Brown Holmes, to whom it was addressed one morning.

Holmes walked into Mizner's office and Bill said: 'Sit down, little moron; so I can get a good gander at you and start the day off with a feeling of superiority.'

NRA Coast's Biggest Ruse For Price Lift

Hollywood, Oct. 16.

This 'im spot is having its own NRA code difficulties other than the Washington tangle. Especially hit are those who haven't seen a studio, with the exception of the front gate, often enough to tackle three square meals a day.

General headcave here caused by the boosting of prices and blaring the tilt on the NRA.

Latest upped tabs are at the parking stations, laundries and shoe shining parlors, all claiming some kind of a code. Dime auto parks are now jerking 15c from the customers each day, with the monthly rate up from \$1.50 to \$2.50. It's becoming so tough in this respect that many of the restaurants are now taxing patrons a dime parking fee.

Along Hollywood boulevard half a dozen shoe shining spots have lifted from 10c to 15c, the boys' claiming that the closing of the barber shops at 6 p.m. has cut their take, making the hike of 5c necessary. All because of the code.

To have the old collar and shirt washed also is a bigger item today, although no two laundries are charging the same prices.

B&K Covent Theatre Likely As Chi Convention Hall

Chicago, Oct. 16.

Covent theatre, now B&K property, may be remodeled into a convention hall, according to the plans of North Side hotel men in an effort to take the convention business away from the loop.

Plan is to have the Covent as a year-round convention and display spot with the remodeling to cost \$10,000 to furnish commercial booths and bleacher seats for 5,000. Screen and motion picture equipment to stay in order to furnish screening for commercial talkers.

Tony's New Idea

Tony Sarg, New Yorker, spent some time in Akron with Goodyear Tire and Rubber Co. executives, with reference to his new rubber creations to feature the annual Macy Christmas parade.

a hand at mining from the youngest to the oldest.

Government's \$30 in the price of gold has made it possible for the miner to make a fair living, where as at the \$20 price, he had to work hard to make sufficient to eat.

Miners claim that even if the work is hard, they're responsible to no one but themselves. They are free agents, living in the open, working as they please. Most of them, formerly in confining work, claim that they are healthier since going into the open, that they will never return to the cities - at least not very often.

With a prelude of witty cracks, the Friars snapped into an important meeting, held Friday (13) at the swanky Criterion club on West 53d street, which may become the new home of the Friars. After it was estimated that a bankroll of 25G's would be required to make the move, more than \$10,000 was subscribed within 15 minutes, and it was indicated that the necessary dough will be pledged early this week.

It is up to the committee of actors whether the Criterion will be the Friars' new quarters, two other nearby spots also being considered. In the meantime the Friars are carrying on at the Friars' hotel.

About 40 Friars attended the meeting. Most of them agreed that the joint may be too classy but they would wear it down or live up to it when acclimated. Realization that the Criterion is nothing like the Friars Monastery on West 48th street was shown when the session was held in a room (supposed to be the library) with linoleum on the floor. The Friars shortly thereafter were reassured when a flock of cuspidors were discovered massed in a corner. A porter spotted them at strategic points. One thing about the Criterion; it may be imposing, but it sure has a full quota of spittoon.

A Pre-View

One of the Friars wanted to preview the place by indulging in a game of cards. But after the kidding the clubmen declared the place looks so good that it won't be any trick to double the membership (now about \$80 paid up) within a year. A couple of lawyers began negotiating time with arguments on various points but when it was established that the meeting was called for the sole purpose of raising coin, the meeting speeded to happy conclusion.

Five Friars subscribed \$1,000. Others volunteered \$500 and down - to as little as 10 bucks. No member is barred and none is asked for a donation. Subscribers will receive certificates of indebtedness, to be called in and paid off through profits on Frolics. An emergency Frolic is slated for next month. It was recalled that at one time in the history of the club, the financial affairs were in much worse shape than at present. At the time \$73,000 was secured by means of certificates of indebtedness and every dollar was repaid. Those who held bonds on the club house however, are still holding them, because the Friars lost the property.

Likelihood that the Criterion will be leased or bought by the Friars. Rental arrangement stipulates that rent would apply on the purchase price. There is a first mortgage of \$175,000 - taken care of and a second mortgage would fix the purchase price at about \$225,000. Cost of operation was put at \$45,000 yearly but that figure, though admittedly high, is one-third what it cost to run the old club.

Anticipated that the Friars can easily operate the Criterion. Dues would bring in about \$18,000 at the present membership, while operating revenue would net the balance. Operating revenue would be from the billiards and cards room - and cards are the Friars' principal industry, other than throwing Saturday nights and Frolics.

BIRTHS

Mr. and Mrs. Don Allen, daughter, Oct. 7, Hollywood. Father is copy editor of KFWB.

Mr. and Mrs. William Terhune, son, Hollywood, Oct. 9. Father is head cutter at Roach studio.

Mr. and Mrs. Harry Rosenthal, New York, son, at Medical Arts hospital, Oct. 14. Mother was Ethel Lebow, professional.

Mr. and Mrs. Carlos Borcosque, daughter, in Santa Monica, Oct. 9. Father is a film director and Hollywood correspondent for a number of South American papers.

Broadway

Daisy Holde having tonsils removed.

Don Donnelly's pouch is confined with a cold.

Milton Berle some shorts for Educational.

The Maurie Greenwalds adopted a baby girl six days old.

The Frank Scullys expect the second-addition any minute.

Wallace Berry and Gwynn Marshall in Thursday (12) on the Rex.

Howard J. Green, RKO associate producer, in for a month's vacation.

Ned Depinet and Phil Reisman spent the week end at Schron Lake, N. Y.

John Wenger's exhibition at Grand Central Art Galleries Oct. 17-23.

Jack Dempsey touring southwest towns refereeing at boxing shows.

S. Jay Kaufman and Bob Reud steered St. Moritz grill to its premiere.

Oscar Bradley, orchestra conductor who contracted sleeping sickness, fully recovered.

Arthur Israel and his bride—be have finally decided on Chicago for that honeymoon.

Extra sunshine keeping the open-air trolley cars in action much longer than usual.

Signs heralding the new niteries eclipse the political signboards in size and number.

J. H. Lubin will fill, but in the booking office mind. Says the work occupies his mind.

All companies excepting certain departments in Par got a half day off Columbus Day.

To get an idea of what a real struggle looks like you must watch Grace Menken knit.

Ed Perkins, Hollywood concert manager on a Broadway o. o., before going to Europe.

Round small diamonds perfectly cut cost \$45 the carat eight months ago. Price now is \$125.

Ben Blue into a series of shorts for Warner Brothers in Brooklyn.

Ralph B. Stubb to direct.

Lee Posner is back to his first love, "The Morning Telegraph," with his usual nite club columns.

Serge Jaroff and his Don Cossack Choir arrived on the St. Louis Sunday (15) for a concert tour.

Charlie Journal will probably return to the main stem as headwater for Sam Salvin's Palais Royal.

Helen Brown, ex-RKO press, entertaining President Roosevelt at his Baltimore, Md., farm this week.

Max Tishman clipped for \$14 in the subway, the snatcher leaving a wad of paper in place of the roll.

Basil Maduro going to Hollywood via the Canal, Thursday (19) to engage in brokerage biz on the Coast.

Eddie Davis' (Leon and Eddie's) own arrangement of "The Last Roundup" the top in night spot warbling.

Sign on new bar in a hotel grill: "Bring your own until Nov. 6." But the place serves hard stuff to all but unknowns.

Irene Thirer, former "Daily News" film critic, after doing publicity for the Rialto, may do radio film reviews.

The Charlie Einfelds are ensconced in Westchester for the winter, summer, winter, etc. Dickie and Lise like it.

Horace A. Ruwe, also known as Jake Parker, singer, 145 Claremont avenue, Mount Vernon, discharged from bankruptcy.

Sam Katz spending most of his time lately at his New City estate, and raving about its beauties this time of the year.

Supreme Court Justice William T. Collins will address meeting of Jewish Theatrical Guild at Morosco Sunday (22) afternoon.

More pickets parading in front of the Times Sq. shops and stores than layoffs. Everything seems to be "unfair" and anti-NRA.

"Big Smokey" Jack Johnson, former heavyweight champ, is around with a beret. Says people may call him a sissy, but creates talk.

Coward in parade opening night of rodeo at Garden attracted attention by carrying two-year-old kid on saddle in front of her.

Laura Burt in one Minnesota from England as she'll be in New York a few weeks and sail to the coast on the Pennsylvania.

Class clubs around New York all circulating on special features, but none but Biarritz has a gym, ping-pong tables, etc., as box office.

Any time Jeff McCarthy is viewed wearing a cigar it's a dunch matter how he came into his life.

Uh-huh, McKee headquarters.

B-b-barbara, 17 months old kid of the Harold and Bobbie Folson Kemp, made debut at the Va-lencia, Jamaica, and scored a hit.

After Loney Haskell addressed the Elks, No. 1 lodge, \$100 was voted for a gallery seat for the N.Y.A. benefit slated for the next Nov. 18.

Four years ago Yukona Cameron demanded 25% billing with Al Trahan, now that she's Mrs. Trahan, she's topping hubby on the type.

Gene Harvey, tenor at the Club

Biarritz, may do a picture for Max E. Hayes at his Long Island studio with Edwin Carewe possibly directing.

Lou Holtz raved that a train accident, never get him after making his initial hop to Broadway from Chi, but the plane crash changed his mind.

Ethel Wynne, daughter of the N. Y. health commissioner, going legit actress, appearing at Theatre Guild, probably the new Maxwell Anderson play.

Cafe de Paris, along Continental styles, will open either Oct. 21 or 23. Alex Yockel, for years with Sam H. Harris is press-agenting the new night spot.

Mrs. Mabelle Janot Moyleys says recent obit stating the late Daniel Moyleys left no immediate family is an error. Living apart, but never legally separated from him.

Fred Allen is going a gratis comedy column which his agency, Benton & Bowles (Hellman's Maynasses), are distributing to some 25 radio editors nationally.

Al Meyers of Century circuit, Brooklyn, is chairman of the committee charge of the NRA Week campaign in that borough. He's the only theatre man participating actively.

Recent issues of the dailies have been heavy with ads, "Sun" and "World Telegram" (both eve.), running the NRA week campaign. "Sun" now affixes signs in this merchandizing prosperity.

The production and distribution department of Par trimmed the theatre division at a meet held Columbus Day (12) on Dolph Zukor's course at New York, with Zukor playing host.

Col. Snyder flew in with Saul Bornstein from Hollywood, but the train was delayed after the "Sun" Y. plane crash. Came in Tues. and back Thurs., accompanying Sid Skolsky to the coast.

Those who have forgotten what a carriage like looks like, and if they want a reminder, should take a peek at 51st street between Sixth and Fifth when the Music Hall has a "hot" picture. One of the best jams New York has to offer.

Premiere casualty at the Paradise was Gladys Glaz (Mrs. Mark Helinger) mistaking the entrance to the kitchen for the retiring room. And getting bang on the forehead from an outswinging door when a waiter rushed out with a tray. It created a serious bump on the forehead, just missing the eye.

London

Mary Ellis has rented an old Tudor house in the country.

Fred Sanborn likely to go into a vaudeville unit early next year.

Ben Weldon sending Jewish New Year's greetings to Rolly and Comfort.

Gertrude Lawrence getting offers from America after her first English triumph.

Rolly and Comfort playing their first date for the Savoy hotel management at the Begley's hotel.

Helen Twelvemans has nothing on Doctor Twelvemans, a local medical well known in the profession.

H. C. G. (Inky) Stevens has written a three-act play which the Playwrights' Club will shortly produce.

Sydney Caplan's, the musical director at the Holborn Empire, opinion about Count Bernivici is not so hot.

Harvey Foster getting plaster for alleged reckless driving, with agent superstitious as the hearing is down for Oct. 13.

"Nymph Errant" was seen by 53,000 people in Manchester during its three weeks' act, and played to around \$50,000.

Maurice Chevalier telling all the newspaper boys Charles Laughton is the greatest film actor of the present decade.

Flanagan and Allen turning down offer from British Lion Film Corporation, due to their contact with Gaumont-British.

Next show at the London Hippodrome will be "The Kammerspiele," three weeks act, under the title of "Hold 'Em Jail."

Noel Coward has a great opinion about the acting abilities of Doris Hare; with actress scheduled for a big part in his next "Xyon, Frimtemp's" play.

Williamson-Tate, the Australian dancing magnate, contemplating vaudeville revival, and scouring London for acts. Will Hay and Will Fyffe amongst those approached.

Richard Randall doctoring the dances in Charles Cochran's "Nymph Errant." Job originally offered to Jack Donahue, but had to turn it down as he is under contract to Andrew Charlton.

Berlin

r. Hans Bermann

Sam E. Morris expected here shortly.

German film boycott in Sweden broken down.

Oliga Tschschowa to appear at the Scala next month.

Lionel Riefenstahl cutting reel of great Nazi meeting at Nuremberg.

Friedel Schuster has femme lead in Michael Eisemann's new musical comedy, "A Kiss and That's All."

"Scala," Berlin's leading variety house, preparing revue program under the title "Perfectly Crazy."

Max Brodsky, exec, dropped dead 68 years old at the "Efa" studios attending "The Song of Fortune."

"The Four Musketeers" adapted from the play by Sigmund Graff will be produced by Terra. Heinz Paul megging.

"Itala" will produce seven films here this year, said Dr. Giacalone; hopes to double German production next year.

"Asta Nielsen back to legit. To appear in Bilson's drama, "The Strange Woman" at the Kleines theatre.

Magda Schneider has femme lead in Oscar Strauss' new musical comedy, "Two Laughing Eyes," at the Theatre am Rhein.

Eduard Kuenecke's musical comedy, "Paulette in Love," will be produced at the Theatre des Westens on December 23.

Robert von Henning's writing book for "The Girl and the Diamond," adapted from Eberhard Freiwinkel's novel, "Itala" film.

Municipal theatre, about staging Herbert Roden's Richard Wagner drama, "The Genius in the Labyrinth," Julius E. Herrmann directing.

Gerhart Hauptmann's new drama, "The Golden Hour," will have its first night at the "Kammerspiele," Munich, Otto Falckenberg directing.

Holnz Hilpert directing "The Taming of the Shrew" at the "Volksbuehne" with Kaethe Dorsch and Paul Hoerbig; adapting Beechov music.

Hans Flescher was badly hurt spraining his ankle in the first scene of "Bajazet" at the Municipal Opera.

Josef Burzwinkel happened to be present and the young acrobatic dancer from the London Coliseum.

Margaret Halstead had big success as Venus in "Thannhauser" singing at Berlin State Opera, with Max Lorenz, Heinrich Schumann, Alexander Pippis and Franz von Dobbys.

With approval of the Minister for Public Enlightenment and Propaganda a new and henceforth alone competent association for the theatrical and musical rights.

"STAGM" has been founded. It unites the former "GEMA" and the association of German composers.

Chairman of the board is Paul Graener, the composer of "Friedemann Bach."

Australia

By Eric Gorrick

"Secrets" comes in for a riot. "Kid from Spain" is a riot over here.

F. W. produce "Road House" should build into a winner for W-T.

Madge Elliott and Cyril Richards return to London soon.

W-T abandon idea building a new theatre in Sydney just yet.

Hoyt Harty's new representations over their circuit as a build.

Frank Harvey here from London to star in F. F. Thring's shows.

Trade unionists' trouble from shock experienced by "Kong" flop.

G. T. renovating two city theatres for premiere of "Secrets" and "The Squall" by Connors and Paul.

Sir Hamilton Harty has been engaged by Broadcasting Commission to give a series of concerts.

Edward Murphy, located at Warners during his trouble into the performing rights question.

Charles Westmacott, g.m., W-T, giving a series of talks over air concerning past theatrical experiences.

W-T will produce "Rose Marie" in South Africa in the near future.

Marie Bremner and Australian cast will make the trip.

G. T. will produce orchestra of 20 into Plaza, Sydney, to build busi-

ness. Musicians double from Regent and do four shows per day.

With the possibility looming of the New South Wales government imposing a ban on Albatross dogs.

"Trailing the Killer" was shown privately before assembled members of the State Parliament.

Dante, magician, has just completed a remarkably successful season in Australia.

A severe loss recently when his youngest son was killed in an auto crash in Brisbane, Queensland.

In New Zealand, "Cavalcade" is chalking up wonderful grosses.

New Zealand has always been regarded as a great centre for British stage and film attractions and is without a doubt the most "English" of Britain's possessions.

A drive is on by all film men to request the Federal government to remove the one shilling slug on American film. Government will reassemble shortly and it is expected that a further bill will suit over the awful slug on the industry.

The Hague

By M. W. Etty

Holland to get something new: Non-stop vaudeville.

Conjuror Kassner in Scala theatre turned vaudeville after revue.

"Song of Songs" (Par) in Passage theatre, the Hague, strong in third week.

Dietsche Spelers' Company returned from tour in Dutch West Indies.

Caroline van Dommelen, Dutch actress, left for Java, touring Dutch East Indies.

City theatre here made boxoffice success of synchronized M.G. "The White Sister."

Pianist Walter Gieseking giving just one recital here in Dilligentia Hall, the Hague.

This town getting new pub with appropriate name, "Speakeasy," new stunt for Holland, which is not dry.

Maurice Dumas, cabaret-artist, celebrating 40 years stage-jubilee, started when he was 16 and still popular.

Pressure against foreign influx partly successful as Circus Sarraani got no license for pitching tent at the Hague.

Dutch film, "Vision," based on life in Belgium, paper office.

Presses going round, billed for premiere at Gent.

Leopold Jessner producing "Kale and Liebe," by Schiller in German, with own company, including his daughter.

Amsterdam Legit company, managed by van Dalsum, billing premiere of Dutch version of Dostoevsky's "Crime and Punishment."

Dutch legit company "The Mask" giving one performance only at Theatre Royal here of "Nacht van 17 April," Hungarian play by Lajos Zilahy.

German conductor, Professor Leo Bloch from Berlin, led a concert here which was broadcast for A. V. R. O.

First paid a visit to Ex-Kaiser at Doorn.

Hofstad Tooncel gave successful first night of French play, "Jeanne," by Henri Duvernois. Miss Vera Bondard returned from Paris, took part of the heroine.

Dutch Broadcaster Avro booked big success by engaging famous Dutch artist and chorus from Milan, which ours Holland now, while these concerts are also broadcast.

German producer Fabst arrived in Rotterdam by airplane with his wife to attend premiere there his film "Don Quichot," said was already overdue America and going there to produce for Warner Bros.

Reinhardt's "The Miracle" celebrated 25th performance in Amsterdam, which is now also getting Fritz Hirsch opera, now moved thither with White Horse Inn.

Central theatre, then by Somerset Maugham, "For Services Rendered."

Concert season started, but first concert, by the Amsterdam Concertgebouw badly handicapped because Mengelberg ill and soloist for this occasion, the pianist, Jose Iturbi, muffed his date and cancelled whole Holland tour.

Dutch conductor, van Beinum, will take Mengelberg's second and Horowitz for Iturbi. Second concert under direction of Frenchman Pierre Monteux and violinist Adolph Busch.

Concert halls also very active now and bills this week announce many foreigners: Herta Gluckmann (German), alt singer—Milcent and Rudolph Dolmetsch (German), Viola and clavecimbale—French cellist Iwan d'Archambeau, English soprano Dorothy Stanton—German cellist Josef Schauer—Polish pianist Stephen Oskansen and his compatriot Erwin Bodky (cembalo), French pianist Lamond. Also two inveterate artists: Robert le Ruelle (violin) and Ida Rosenheimer (piano).

Paris

Both Berry dancing at Cafe de Paris.

The Gilbert Whites back from Les Andelys.

Leon Gordon in town briefly from Carlsbad.

Henry Garat seen romping about Dubarry nights.

Ray Ventura and his rhythm at Gaumont-Palace.

The Carlyle Blackwells in and out of town fast.

Walter Rummel playing Salle Gaveau Friday Nov. 3.

"Back Street" passes 1,000th performance at Studio Caumartin.

Joseph Alvarado of flickers on way to Rome to make BIP film.

The Jimmy Walkers dashed through from the South for London.

John Arnaut of the clown brothers, giving "serious" talk at American club.

Russian director, M. Meyerhold, given reception by Paris theatre directors.

Marcelle Chantal, the French Garbo, looking more like it every evening.

Oscar Dufrenne funeral Wednesday (27), Church of St. Eugene, attended by Paris cinema and show people.

1933 "Americans in France" out with new organization listed, "American Artists' Professional League."

Toscanini giving concerts in October at Champs-Elysees, comes to Franco-Italian, the other Wagnerian program.

Charles Boyer playing lead in "La Bataille" shooting at Paramount Studios, independent production.

Charles B. Cochran looking over the Felix Ferry show at the Rex, where artists' bar thrives in penthouse.

Sacha Guitry's "Oh! Mon bel Inconnu" with music by Reynaldo Hahn due for press show Oct. 5, at Bouffes-Parisiens.

John Kratoch, old hooping-juggler, bootblackening at American Express last ten years, seriously ill at American hospital.

Rene Rocher directing Theatre Antoine to do repertoire of dramatics for which he's signed Alcover and Jeanne Chevreil.

Comedian "Harmonists" debuts Salle de la Cour, Oct. 19 after fame from creating "Les Gars de la Marine," which hit Paris like tornado.

Louis Hasselmanns of Met arrived from New York Wednesday (27) to direct 12 Padeloup concerts before going back for N'Yawk opera.

Georges Lacombe's working on film, "Jeunesse" ("Youth") with Lisette Lanvin, Paulette Goddard, Robert Arnoux, Louis Allibert and Jean Seberg.

Mrs. E. Berly Wall's musicals for Phare de France through with American Women's club but going on Cercle Interallie beginning Nov. 15.

Pierre Freney off to London to do "Noe" (Noah), by Andre Obey.

Duke de Gennery, "The Pirates" will work for Cochran in Noel Coward's piece in creation.

Movies used to exhibit models of French war and merchant ships, but now they exhibit Thursday (28) as originals too big and miniatures too small for good showing.

Captain Jefferson, Cohn's horse, Roan, and his trainer, Edouard Laemle, at Longchamps last Sunday (1) and the horse came in, paying 1 for 1.

Leo Bailly, who made "L'Intransigent" leading evening rag, publishes first edition of new "Le Jour" Tuesday (Oct. 3), with elements of the old "Le Journal" and photo psychol.

"Montmartre" opened Saturday (23); Roland Dorsey's music not so good as previous jazz masters and Christine Marsden falls to bring the kick of the subtle hoofing last year of Grace Poggi.

Duke de Gennery, Sidney Howard's "Knight of Garter" taken from "Getting Gertie's Garter," which old stuff on Broadway superior to the original British version and soon to be released here.

The American "Midnight Folies" girls billed at the Rex, getting their publicity share. Last week Gloria Grafton socked a Frenchman for this and that the week Gertrude Sheffield reports loss of a \$3,500 diamond bangle.

Looks like vet season with Cecile Lorel at Casino, Mistinguette, Paul Bergere; Marguerite Deval, Michodere; Marguerite Moreno, Nouveautes. And the wags say both Casino and Folies hunting choruses in the old ladies' home.

Pettit, Monde, theatre opened Thursday (28) with "Adventures of Mickey," four-act play by Magdeleine de Noailles, directed by Edouard Coquillon, using the Walt Disney mice idea.

Elsa Lanchester pondering on whether to stay in London with Charles Laughton (her husband), who's signed up for eight months, doing Shakespearean at Old Vic, or go to N'Yawk, where Helen Hayes invited her to play "Queen Elizabeth."

Bucharest

Carabush company coining money on road.

'A Farewell to Arms' drawing at the Boulevard Palace.

George Enescu Palace and how at Royal Sinala Festival.

'The Green Bay Tree' getting publicity via Vienna. Looks like the play also coming here.

Jancovescu's getting 'Vasil Ceto' Steruieru all the way from Russia to direct 'The Emperor'.

Vaude program at Vox Pic Palace includes brilliant Chaplin and Chevalier skits by Sereno Bros.

Playwright Tudor Mureschescu completed volume of short stories called 'Ups and Downs of Life'.

Debut of Mlle. Pavelescu at the Alhambra amid special ovations of her audience. Press sees she's it.

Mme. Maria Ventura getting busy on 'Christos' talker with Greece, Palestine, Italy and France exterrors.

Mme. Bulandra adapts 'Kiss Before Mirror,' husband Tony stars it and both present it at the Regina Maria.

George Georgescu rehearsing 'Tristan' for send off at local opera. Verdi, Mozart and Strauss operas to follow.

Victor Barnofsky gets all the praise for putting on Shakespeare and getting Roumanians to line up before box office.

Marie Lee Emilian, authoress of a best seller, who also makes a hobby of translating English and French plays into Roumanian, has just turned 22.

Talk of Sean O'Casey's new one forthcoming at the National theatre here. Title likely to be changed from 'Within the Gates' to goodness knows what.

Warsaw

By Bella Sienicker

Lyda Roberti owes her success in Poland mostly to her Polish origin. Paul Kochanski, famous violinist, concerting at the Warsaw Philharmonic.

'Kid from Spain' opened the 'best season' in the best Warsaw cinema Atlantic.

Polish pie queen, Jadwiga Smorska, the highest paid film actress, to star in 'Alice Horn, Prosecuting Attorney,' based on best seller by Tadous Jozef Mostowicki.

Polish exhibitors afraid to play 'A Song for You,' Jan Klepura's last film, because of the boycott of anti-semitic films in the country. The picture has French dialog, but made in Berlin by Ufa.

United Artists, after a few years' absence on the Polish market, opened up their branch office in Warsaw under the management of Michele Wax, ex-manager of the Universal Pictures Corporation in Poland.

Big event of this week. Big premiere of the first Polish-Czech film comedy, 'Twelve Chairs,' based on Gorkov's novel, starring two famous comedians: Pole Adolf Dynysa and Czech Vlasta Burian. Michal Waszynski directing.

Polish and American tastes differ. 'Cavalcade' flopped in its first week in Warsaw, in spite of enormous publicity and British Embassy's support. 'King Kong,' enjoying only moderate success. The other hand, 'Night in Cairo' one of the biggest money-makers.

Cuba

By Rene Cani

Old Man Miller of CTC taking plenty piz for Par news.

Paco Sierra again head of amusement dept. of city, with 100 bucks a month.

Lewis, MGM head man here, taking pictures at the American club for newreels.

A cop in every radio station permanently to keep away anti-government speeches.

CMG and other stations have curtailed their programs because of money free station. Stations put up plant and expenses and there is no remuneration.

Johnny McKnight, AP correspondent, was going to write a book about Cuban situation and had plenty of inside facts and unpublished details in his files when destroyed broke out and the crowds destroyed AP offices at Heraldo de Cuba.

There are two musicians' unions here now. One is 'Solidaridad' and the new one is 'Sindicato.' They approved new tariff with \$1.50 for each musician for each radio program, which means \$18 per hour; and no station in Cuba can pay that; so the boys are taking a forced vacation.

For first time since radio has become important in Cuban affairs, there is no broadcast of the World Series games. The Cuban newspapers have furnished the service of their leased wires, but there are no regular newspapers out now and Western Union charges \$30 for each game and there are no takers.

CHATTER

Hollywood

Sam-Blythe expected-in-town any day.

James Barolotti with the Howard Selter agency.

Nate Krevitz in Monogram's publicity department.

Pete Ermatinger takes the family to a new menage.

It's now eastern bottle beer and potato chips for a dime.

Local beef parlor has Irish and Bob Meusel for bartenders.

Louis B. Mayer and Jack Warner jointly hosted Emil Ludwig.

Joe Brenz breezed in from NRA conference, via other points.

Billy Leyer doing an advertising-exploitation turn for Monogram.

Gary Cooper is postcarding his friends from his Montana ranch.

Jerome Kesser here from New York, huddling with Nat Levine.

Bell's eatery folded after serving pie people for more than five years.

Miss Johnson again once-overing Hollywood after three weeks in New York.

Hollywood divines yelling because Yuma is getting all the screen marbles.

Leo A. Levy, Pittsburgh playwright, and wife looking over the studios.

Harry Jo Brown wondering how the weather is in Honduras at Christmas.

Film mob going strong for football this year. Plenty of season tickets bought.

Actors mass meeting last Sunday brought out the largest display of berets in the world.

Monte Collins and Leon Waycott flew to Chicago for the Louis Macdon-Jane Starr show.

Seems like Jimmy Durante told somebody he was going to take up golf and it was supposed to be a secret.

Grover Jones went nautical on 'Hell and Highwater,' wearing a yachting cap throughout production of the picture.

Metro scribes yelling their heads off over the hammering in their writers' building, due to additional offices being built.

Richard Barthelmess will join tribe of synthetic Indian chiefs in Hollywood. Slour tribe bubbling him.

Clarence Brown flew his own plane in from New York. Elizabeth Allen's hubby, William J. O'Bryan, accompanied.

Jackie Cooper's general manager in New York, left Hollywood Oct. 15 by plane to stop at exchanges in five cities while returning.

Jackie Osterman fooled the New York mob Sunday night when he threw the doors of his Bev Hills home open to celebrate his fifth wedding anniversary. He says he is going to try to collect now from those who said it would not last six months.

Toronto

Kaja into 'Mickey's'.

Don Romaine into the 'Savarin.'

Julius Oliver in an imperial prez.

Del Roy Sisters into the Embassy.

De Loges and Russell into the Savarin.

Norm Muir sells a short short to Liberty.

Gene Fritzy's band into the Hollywood.

Carole (Blues) Gray doing personal appearances.

Dewey (British pix) Bloom in hoop with caribuncles.

Tip to blues singers; Dave Miller is looking for one.

Ran Daly and Ruth Lowe teaming up for a warbling act.

Shea's denying rumors that the 'Happy' (Bessie) Grant.

Walter Hampden cancels that 'Ruy Blas' engagement at 'Royal Alexandra.'

Canine (born Edward Johnson) will inaugurate the new Massey hall season.

Al Plunkett and Audre Carline playing the suburbs, which is better than most.

Frances Drake, whose real tag is Dean, off to Hollywood with a Paramount contract.

Frank (Clyde Star) Chamberlain back with a flock of interviews with stage and radio biggies.

Ballet mistress of the 12-girl line at Forbes Randolph's 'Musical Hall' in Phyllis (Bessie) Grant.

A bow to Luigi Romanelli, who has taken on three extra musicals for his King Edward Hotel orchestra.

Dorothy Sands entertaining the few with the Lady Macbeth sleep-walking scene as Mae West would do it.

Liberty's dickering with Gord Sinclair for the serial rights to 'Cannibal Quest,' his latest travel-tome.

Tommy Dunn grouching because the CTC wouldn't let him say

'goodnight' over the ether to his alling noobs.

Publication of 'Police Patrol,' official organ of the local bluecoats, will be suspended for that attack on the Premier.

New Ontario law gives a woman no right to sue for another femme for alienation of a husband's affections, but the hubby may still bring this action against another man.

Lord Duncannon, son of the Governor-General, planning the Romeo role in the Shakespearean tragedy, with local debts battling for the Juliet assignment as the vice-regal papa designs all the scenery.

Pittsburgh

By Hal Cohen

Pitt has decided to get along without a p.a. and Dorothy Dunne's now jobless.

The Job Feldmans have tagged the new addition to the family James Michael.

Ed (Hippo) Segal, former band booker, has gone to work for WB at the Elma theatre.

Victor Grant, for a long time m. c. here at the Harris, back in town as a burlesque actor.

Charlie Washburn in town making the newspaper roun's in behalf of 'Music in the Air'.

Freda Pope has reopened the Show Boat, long Joe Miller's stand and town's ace site spot.

Paul McGrath, former stock bar here, going into William Harris, Jr., production, 'Three and One.'

Town going smooty, with Reggie Wilson's Saturday nite dances at Hotel Schenley holding firm.

Warner's club holding its second annual dinner dance at William Penn hotel Sunday night, Oct. 29.

L. B. Cool tossed the first of his invitation Sunday night screenings this season with 'Emperor Jones.'

Mike Verne, fan dancer Variety is billing as 'dick' from 'Tollies' Ber-lans, was a Minsky fav for years.

Mrs. Mike Cullen undergoing chiropractic treatments four times weekly for a couple of alling ams.

Pitt band introduced a new march by Dr. Ben Levant, brother of Oscar Levant, at Navy-Pitt game Saturday.

Censors have finally passed 'Wild Boys of the Road' and it goes into Davis and Sheridan Square Friday (20).

The help at the Stanley, for a gag, presented Bill Scott, mgr., on his birthday with a cake bearing 80 candles.

Carl Milliken in town to address convention of women's clubs and also to speak at Variety club luncheon.

Mrs. J. Roy Rowe and little Miss Rowe, wife-and-daughter-of-Warner manager, off for North Carolina and a month's vacation.

Although denied, rumored Irene Le-Ernest Le-Ernest crashed all of the local dailies. She's Irene Levine, a former Pittsburgh gal.

Dick Brown, mgr. WB's Rowland in Wilkinsburg and son of Harry Brown, Nixon manager, wins Alcoma Country club's golf championship.

Boys clapping hands for Bob Alton, former Stanley dance director, who's now Broadway limelight because of his ensembles in 'Hold Your Horses.'

Charlie Danver, 'Post-Gazette' columnist down with a broken leg, is back in his 'Post-Gazette' burlesque' from bed, picking up material via phone.

Mexico City

By D. L. Grahame

Mex boxer, Abraham Jimenez who fights as Harrison Sakaki, hunger strike to bring Joe Connelish is withholding his split of purse.

Wah-Ken-Lock Chinese pageant troupe comprising 30 men and femmes, coming here. First Chinese theatrical unit to play Mexico in years.

Andrea Palma, famous in local theatres, home again after two years in Hollywood. She has lead in a 'talker' a name company will produce this fall.

Etielina Rodriguez, veteran Mexican character actress, who played in legit houses, back in other theatres, directed by Bruce Brumm, soloists and 'discoveries' made by Harry E. Shaw, theatre's manager, who doubles as m.c. for the half hour broadcast.

Civic Repertory Theatre Association in its drive for 10,000 members (and as many dollars) to finance restoration of legit here via a stock company at the Ritz took to the streets Sunday with broadcast dramatization of life of Edwin Booth from WSIX. Script was written by Bruce Conning, executive director. Series under title of 'The Old Troupe' will be continued weekly from same station.

Montreal

Harry Hertz ahead of six-day bike race.

Johnnie Tinhoff back in cabaret work.

Leo Kennedy poems out December 2.

Cuthbert Macdonald news.

Arlene Claire back Krausmann's.

Cuthbert Macdonald featured in 'Liberty.'

Bob Samson losing sleep, but not worrying.

Tommy Butler loses wife after long illness.

Bill Vincent at Krausmann's.

Harry Hertz here ahead of day bike riders.

George Whittaker and Ken Wright both Benedicts last week.

Dow Girl back on CKAC, with Charlie Dornberger assisting.

Dick Gibson passing through to Madison Gardens for hockey season.

Dunc Macdonald sells play to Manitoba teachers and gets cheque.

Doc Clarke back from Europe in time for Montreal orchestra opening.

Nan Blackstone pulls wisecrack at Geo. Whittaker's last bachelor dinner.

Bob Carpenter promoted assistant news editor and 'Gazette' takes new shape.

Rupert Kaplan back from New York looking players for Montreal Theatre League.

Walkathon show raided by students and closed, being put on at United Amusement nabe theatre.

Montreal press critics putting on own plays in Repertory theatre program—three French and three English.

Isabel Gillespie, Montreal editor Radio Guide, handling publicity His Majesty's on Theatre League productions.

Anka Meyer-Stromfeldt booked local stations for foreign-language songs on Imperial Tobacco hook-up three times a week.

Walkathon, raided twice this week by students, definitely closed by order of the police. Promoters pay of \$80 between seven couples and two solo.

Syracuse

By Chester

J. Fulgite, heretofore specializing in advertising, is forming the Entertainers' Booking Office here to handle vaude and radio talent.

Republican majority campaign will have a professional touch.

Senny Davis writing a G.O.P. official song, 'March on With Marvin.'

Prof. Sawyer Falk, head of the dramatic department, Syracuse University, will supervise stage production of the Cinema Critics' club this season.

Thirty barrels of beer went over the bar installed in Loew's State lobby last week to exploit and add local color to 'The Bowery's' engagement. Suds free to all comers.

Ruth Riker, Syracuse actress, who appeared in the American production of 'The House of Connolly' at the Salzburg Festival this season, has returned from abroad to direct dramatics.

Fred Weper, formerly musical director at several local theatres, is back after some years with RKO in Cleveland. Weper has organized a new dance band and is filling a commerial spot on the WFBL program.

Cinema Critics' club, local fan group under 'Herald' auspices, goes radio Wednesday night for RKO Keith's via WSYR, presenting a 30-minute sketch plugging 'Footlight Parade.' Gilbert Golden, exploiter for Warners, made the tie-up.

New contract of the moving picture machine operators union provides for same salary scales: \$70, \$63 and two at \$55—as last year, with a 15% cut during the months of May, June and July. Theatres and stage hands are yet to come to terms.

Roy's Gang, local radio turn which built strong following last year, back on the air from stage of Loew's State Sunday afternoons before first screening. Turn embraces orchestra, directed by Bruce Brumm, soloists and 'discoveries' made by Harry E. Shaw, theatre's manager, who doubles as m.c. for the half hour broadcast.

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Vienna

By Erich Glass

'Song of Songs' gets all more queues than anticipated.

Marlene Dietrich wants to appear on stage if only Par'd let her.

Babette Reinhold-Devrient, honorary member of Burg, seventy.

Young Franz Lehar a character in mammoth 'Austria,' musical piece.

Max Neufeld here looking round for suitable material for Dela Lip-inskaja.

Newly founded Austria-Film Co. doing 'Carnival in Rome,' by Johann Strauss.

Richard Oswald talker, 'Adventure on Lido,' starring Alfred Piccaver—all ready.

Emil Geyer to direct Mordant Sharp's 'The Green Bay Tree' at Reinhardt's.

Edythaer, and Hans Jary starring. Critic and author Max Graf, who recently protested that his books weren't banned and burnt in Germany, celebrated 60th birthday Oct. 16.

Opening of 'Ten Minute Allib' (alias 'Justified Murder') at the Komedie here coinciding with 500th performance of the same piece in London.

Prague

By Edward T. Heyn

Ludwig Kanturck, the Prague film manager who recently was arrested has been released by the authorities.

The former musical director in Prague, Oskar Neumann, a refugee, has been appointed musical director of the Tepitz municipal theatre, Northeast Bohemia.

The Anny Ondra-Lamac company's Czechoslovak section will no longer have its headquarters in Berlin, but will be located in London. The concern at present is turning its film, 'Hotel Atlantic,' in Munich.

A new form of opera, where only dancing takes place on the stage, while the singers and chorus are in the orchestra, given the name, 'Spilcek,' by the young composer, Martin, saw its premiere at the Czech national theatre of Prague.

Czechoslovakia, the interior has issued a decree that one-third of all topical films shown in the Republic must be of domestic origin. Foreign comedies are also to include Czechoslovak subjects in their newsreels. The ministry of the interior has expressed its willingness to give financial support to the foreign film companies which will include Czechoslovak topical subjects in their weekly topical reviews.

Reno

Governor Balzar balks at special session legislation to handle relief problems, but probably will call it.

Phil Kaufman here from Washington to straighten out divorce mix-up and is given full clearance to start his airing of ex-wife's fraud charges.

Emily Roosevelt Cook, opera singer, who headed many musical and operatic bars here, but no drop in prices for corn or bourbon.

Jack Dempsey and wife (Hianna Williams) here for a short stop while the ex-champ looked over the local ring situation. He has added a couple of new leather slingers to stable and wants to try 'em out in Reno.

San Francisco

By Harold Beck

Tommy Harris in the hospital for a tonsil going over.

Jay Byrnes quite a smash on his return to El Cap as m.c.

Maureen Service new hostess at NBC after Emma Wynne.

'Dick Arnold-and-Buddy Garrison' in town with their professional copies.

Ted Manley transferred from the El Capitan downtown to the Embassy.

Carlyon Morse, Lloyd Yoder and Harry Anderson now property owners.

Herb Maple to N.Y. for Sherman play and will stick there a month.

If Ted Florio could only get a (Continued on page 62)

OBITUARY

M. K. WILSON

M. K. Wilson, 43, former screen and stage actor and associated with the production departments of several Hollywood studios, died in Long Beach, Calif., Oct. 9, from injuries received in an automobile accident.

At the time of his death he was interested in supplying marine equipment for sea pictures. Deceased is survived by his widow.

MEYER GOLDEN

Meyer Golden, 63, retired producer whose activities and achievements once won for him the sobriquet of Ziegfeld of Vaudeville, died

We mourn the great loss of our dearly Beloved Father

MEYER GOLDEN

Passed Away Oct. 10, 1933

Maurice and George Golden

of heart trouble at his New York home early Oct. 9. A more extended account of his activities appears elsewhere.

He is survived by his widow, Mrs. Nina Golden, a daughter, Ellen, and his sons, Maurice and George. Private services were held Wednesday (11).

OTTO SCHENK

Otto Schenk, long identified with amusement enterprises, died Tuesday, Oct. 3, at his home in Wheeling, W. Va., following several weeks illness. He was a director of the West Virginia State

IN FOND MEMORY OF MY FRIEND

M. L. MALEVINSKY

Who Died Oct.

Jerry Vogel

Fair Association and a director of the Wheeling Symphony Society, of the Little Theatre.

His wife, two brothers and two sisters survive.

RICH HAYES

Rich Hayes, juggling comedian, died in Yorkshire, England, Oct. 1, aged 43. He started as a program seller in his home town of York then perfected the art which made him famous on both sides of the Atlantic.

For years he had been a victim of tuberculosis, to which he succumbed.

HOWARD B. WORNE

Howard B. 'Duke' Worne, 43, retired motion picture director, died in a Hollywood hospital Oct. 14. He megged for several major companies before going indie with release through Rayart. He retired a couple of years ago to engage in the real estate business.

Survived by his widow, Virginia Brown Fairle.

DANI J. O'BRIEN

Daniel J. O'Brien, 58, father of George O'Brien, film actor, died of a heart ailment Oct. 12, at his home in San Francisco. O'Brien, well-known in filmdom, was for years chief of police of Frisco and a personal friend and political associate of Gov. James Rolph, Jr.

Survived by widow and two sons.

WILLIAM J. MILLI

William J. Milligan, 75, a former Ringling Brothers Circus performer, died Monday, Oct. 2, at his home in Akron, O. He had been a life-long resident of Akron and boasted of a lengthy circus career.

Besides his widow, he leaves two daughters and two sons. Burial in Akron.

FRANKIE CAMPBELL

Frankie Campbell, 51, former stock and musical actress, died Oct. 5, Los Angeles, following a heart attack. Miss Campbell was the

widow of Herbert Ingram, song writer.

She was born in Moline, Ill. Deceased is survived by a daughter, Amo Ingram, Hollywood dancer.

JAMES E. LOEW

James E. Loew, well-known to the theatrical folk and for the past 12 years with the Long Acre scenic studios, died in Fall River, Oct. 6. About the first of this year he took over the Belmont hotel and has since made his home there.

J. GARFI

J. Garfield Haugh, widely known Ohio amusement park operator and toy manufacturer, died at his home in Fostoria, O., Friday, Oct. 6, from a heart attack. Burial in Fostoria.

JAMES M. REILLY

James M. Reilly, 55, composer, died at his home in Rensselaer, N. Y., Oct. 8. Survived by his wife, Florence C. Gilligan, long an organist in various Albany theatres, two daughters and one sister.

VIVIAN L. MAHAN

Vivian L. Mahan, film extra, died from self-inflicted wounds Oct. 13, Los Angeles. Survived by her husband, Harry Bayfield, actor.

COSTA

Mario Costa, 75, composer of Neapolitan songs and popular melodies, died at Monte Wednesday (27).

TOM BAY

Tom Bay, 32, motion picture cowboy, killed by shooting Oct. 12, in Burbank, Calif. No known relatives.

Father, 55, of Audrene Brer, Paramount studio dancer, died in Santa Monica, Calif., Oct. 8, following an appendix operation.

Father of Robert Garland, of the 'World-Telegram', died in Baltimore Oct. 15.

Outstanding Programs

(Continued from page 44)

Life, director; 12:30-12:45 p.m. KOA.

SAN FRANCISCO

[OCT. 22 TO OCT. 28]

(All Time PST)

Series Shows

Crosscuts from the Log of the Day, KFO, 8:15-9:15 a.m. daily except Sunday. Dr. Lawrence L. Cross, philosopher, and Southern Harmony Four colored quartet.

John and Ned, harmony team, KFO, 1:45-2 p.m., Mon. to Fri.

Langendorf Pictorial, KGO, 3-3:15 p.m., daily except Sat. and Sun. Air column by and with Ruth Hughes (Langendorf Bakery) (J. Walter Thompson).

Hodge Podge Lodge, KFRC, 4:15-4:45 p.m., Mon., Wed., Fri. Comedy lodge meeting by and with Jennison Parker.

Wheatenaville, KGO, 5:30-5:45 p.m., daily except Sun. and Thurs. Dramatic sketch with Tom Hutchinson, Harold Peary, others. (Wheatenaville) (McKee & Albright).

Little Orphan Annie, KGO, 4:45 p.m., daily except Sun. and Thurs. Comedy play (Ovaltime) (Blackett, Sample, Hummert).

SUNDAY (OCT. 22)

Gunnar Johansen, KFO, 6-6:30 p.m., concert pianist.

Do You Believe in Ghosts? KGO, 9-9:15 p.m. dramatic narrative by Harold Burdick; also on Thurs. (S. & W. Coffee) (W. Vincent Leahy).

MONDAY (OCT. 23)

Shell Oil Show, KFRC, 8-9 p.m., variety show. Shell Oil Co. (J. Walter Thompson). Second hour, Blue Monday Jamboree.

Stars of West, KGO, 8:30-9 p.m., musical show with Mary Wood, Fred O. Kennedy, Acme Quartet, Emil Polak and Meredith Willson's Orch. (Acme Beer) (Emil Brischacher).

Tim & Irene's Show, KGO, 9:45-10 p.m., with Tim Ryan and Irene Noblette. Knickerbocker Quartet, Grace Frankel and Gertrude Lyne. (Hum-boldt Beer) (Botsford, Constantine, Gardner).

TUESDAY (OCT. 24)

Memory Lane, KGO, 8:15-8:45 p.m., drama by and with Ted Maxwell,

ANOTHER IN CLEVELAND

David to Start Wet Id Met

David Lederman, lawyer and theatrical promoter whose burly try at Gaiety clicked in spring, is trying to do it again by taking over old Metropolitan Nov. 10 for a new burlesque venture.

Met, a 1800-seater once devoted to grand opera, has stood idle for nearly five years, although Loew's Ohio Theatres, Inc., paid \$50,000 rental annually on it even during dark periods. Present rental figure, rising gradually on an optional five-year lease, is reported to be \$250 monthly.

Angel is planning to turn it into a combination evening burly house, beer garden and cabaret, with rasling matches thrown in between shows.

House will have a 10-cent gallery and a top of 30 cents, lowest scale in town and undercutting the two Warren Irons-Edward Flannigan-George Young houses.

Bob Blake to head company, including chorus of 24 chorines. Louie Isaacs made manager but no director yet appointed. One ironic slant on the burlesque situation is that Lederman, who operated the Gaiety and Carter with George Young last year, will be his rival under the new set-up.

EMP. MAY BLOW ON RAYMONDS' WALKOUT

Empire wheel may blow in mid-season as a result of the Raymonds' decision to withdraw their four houses and return to stock next week. It leaves Empire with but four weeks, all out of town, and all of which will be forced into stock unless I. H. Herk digs up some new time in a hurry.

Raymonds' houses are the Star and Gaiety, Brooklyn; Central, New York; and Orpheum, Portland. They'll play rotating stock with four permanent companies and Howard Evans staging the first show.

Howard, Boston; Empire, Newark; and Trocadero, Philadelphia, are the remaining-Empire-standards. All have contracted to play two or three more, while shows appear. Herk will attempt to increase the playing time before these booking contracts expire.

Understood he's negotiating with Abe Minsky for the 125th street Gotham as well as some out of town time. The shows have been breaking in in Brooklyn.

Billy Pagem, Eileen Piggett. (Gen eral Petroleum) (Smith & Drumm)

WEDNESDAY (OCT. 25)

Souvenirs of Italy, KYA, 8-9 p.m. Native musical program, sponsored by local Italian firms.

One Man's Family, KGO, 8:30-9 p.m. Drama by Carlton E. Morse. (Wesson Oil) (Fitzgerald, New Orleans).

Waltz Time, KFO, 30-10 p.m. Ben Klassen, tenor, with Meredith Willson Orch.

THURSDAY (OCT. 26)

Standard Symphony Hour, KGO, 8:15-9:15 p.m. Alfred Herk, conducting. (Standard Oil) (McCann-Erickson).

Borden Capers, KTAIE, 7-9 p.m. Variety show (Borden Mill) (McCann-Erickson).

FRIDAY (OCT. 27)

Feminine Fancies, KFRC, 9-9:45 p.m. Woman's hour, m.c'd by Ed Fitzgerald. Claude Sweeten's orch. guest vocalists.

Eddie Peabody, KGO, 7:30-8 p.m. Entertainer with orch. and guest vocalist. (Safeway Stores) (Botsford, Constantine, Gardner).

SATURDAY (OCT. 28)

Caravan Carnival, KFO, 8:30-9:30 p.m. Variety show, with Tim Ryan and Irene Noblette, Tommy Harris, Mary Wood, Irving Kennedy, Doric Quartet, Ned Tollinger, Cynthia, Meredith Willson's Orch., Marshall's Mavericks.

(Continued from page 61)

mill route now he'd have a swell day schedule.

Hardy Gibson (Doakes and Doakes) swapped in his old chariot for a new one.

Bill Wagner met NBC technician, married to Edith Carlson, surprising his cronies.

John Dahlinger off to Chi and windup of the fair, where he'll o.o. acts for Bert Levey.

Bill Wagner has fitted up the penthouse atop the Orpheum and is costly settled there.

Once ace Barbary Coast spot, Spider Kelly's is open again with band, entertainment and all.

Now that John del Valle's p.a. instead of a reporter these mid-night ad changes aren't so funny.

Anson Weeks loaning out his entertainers, Frank Saputo at the box and Maxine Tappan at the Warfield.

Bob Collier, radio director for Radson and Marco, in for a few days, talking over possibly air stunt for the Orpheum.

Lloyd Thompson, drama ed of Hearst's 'Examiner', flew to L.A. with his play, 'Swallow a Camel', to talk with the Orpheum.

Henry Duffy and his wife, Dale Winter, signed adoption papers in a Santa Clara county court last week for a two-year-old youngster they took under their wing shortly after her birth.

Kiddie is Patricia Harris, daughter of a family friend, and re-named Patricia Duffy by the pair who figured later as good an Irish monicker as any.

Portland, Ore.

By James T. Wyatt

Harry Read of KXL is always happy. He found the long end of a short wave length.

Texas Guinan wanted the burg to give her road show a big hand. And she got what she wanted.

Katherine Cornell gave the burg the run around. Booked her only stand in the Northwest at Seattle.

Homer Gill booking Bert Levey's vaude into the Liberty from L. A. This replaces K&R vaude from Seattle.

Michio Ito with Japanese dance company into the Auditorium for one day. Admish 85c. to \$2.20 and to faithful no. 10.

Ed Cheney opened a hoofing school in the burg after returning from Vancouver, B. C., where he filled a vaude date.

Homer Gill tripped to Seattle on vaude booking business. K&R vaude out of the Liberty and no definite settlement on what's to follow.

Ted Gamble nearly swallowed his seegar because of plans to open 'The Bowery' (20th Cent.) at Parker's UA with new comedians next night, but it clicked from the start.

Archie Presby of KGW believes in smilin' thru. And it's a mess he has smilin' thru new KGW.

KEX studios half completed and programs originating everywhere in the meantime.

J. J. Parker spending \$10,000 on the Broadway's architectural face lifting. Among other things, 10-foot 'Fox' letters (F-WC) came off the neon sign. Burr's No. 1 house is now 100% indie.

Portland Civic Theatre selling season ducaats for four local legit productions this season. Civic group also running schools for radio and legit celeb manufacture, which seems to be a gag that never dies.

New Deal notes: J. J. Parker buying new seats for the Broadway. Homer Gill buying new seats for the Liberty. Ed Politz orders the dark Orpheum cleaned up. Someone must be sitting in all those seats again.

J. J. Parker teases new notion in theatre decoration. Entire front and sides of the Broadway being painted with flaring colors, and adorned with shiny baubles. Parker's idea is to make the house look as little as possible like a commercial building.

Minneapolis

By Les Rees

Lilly Pons opened University of Minnesota concert season.

John Branton, Public shorts' booker, home with sinus trouble.

Uday Shan-Kar, Hindu dancer, booked for Shubert Nov. 15 and 16.

Eau Claire, Wis., 'walkathon' advertised in local newspapers for contestants.

Gene Grey and '11 Black Aces' of Hollywood underlined for Marigold ballroom.

Wayne Nearpass, new assistant

shipper at RKO, succeeding Irving Robbins, resigned.

Howard Gale, here ahead 'Of Thee I Sing' last season, back in town, this time for 'Strike Me Pink'.

Manager Ralph Ayers of Century had a register in foyer for patrons attending fourth anniversary show to sign.

Bill Shartin, Universal salesman, mourning the death of his father-in-law, Samuel. Aaronson of Sauk Rapids, Minn.

Civic Opera company drew 30,000 people for four performances, free admissions accounting for about 10,000 of 'em.

Marigold Ballroom featuring 'Battle of Music' between Harry Conner's 'tunesmiths' and Rudy Clemenson and his orchestra.

North Dakota exhibitors have asked for recount of Sunday movie's vote, the measure having been defeated by less than 500 votes.

Local cafeteria now has Norry Mulligan's nine-piece dance orchestra, formerly at exclusive Radson Inn, for dancing every night.

John Alden, 'Tribune' movie critic and commentator, gave lengthy write-up to Charlie Wells, Orpheum projector, 34 years in the business.

State theatre calling specific attention to Mayor A. G. Balbridge's approval of 'Crazy Quilt' early booking, banned by previous mayor.

Exhibitors turned out en masse for Paramount's pre-view screening of 'Tim No Lady', indicating the terrific interest in the new Mae West film.

Coletta, fan dancer, featured in opening attraction of Gaiety theatre, 'The Burlesque Streets of Paris'. Harry Hirsch also playing up 'midnight shambles' over Saturday.

Strike Me Pink opened campaign, for Orpheum engagement more than two weeks in advance, with billboard paper posted, radio broadcasts, etc., staged march on its opposition, 'Crazy Quilt'.

Art Leak, Columbia salesman on leave of absence, writes home from Vienna a most complete honeymoon tour of Europe for himself and bride will cost \$1,000. Says Vienna de luxe movie houses are a joke.

Pantages, loop third and fourth run around. Booked for Leslie Howard as 'star of 'Secrets', using small letters on posters in front of house for 'with Mary Pickford' apologetic and saying Mary's name entirely from canopy sign.

Stroudsburg

By John J. Bartholomew

Al Katz one-nighted at the Casino.

Pete Murphy m.c.'ing at Silver Moon cafe.

Louise Perry entertaining at Valley View Inn.

Tommy Manahan and his band vaudeville.

Sidney Webb, 'sidin', magician, entertaining locally.

Paramount presents one night of Ray Keating's band.

Jack Kerr's Twelve Entertainers playing Heart Lake's Palace Inn.

Dorothy and Mabel Seeligs appeared at Buck Hill Falls Inn. Hank Blagini, Casa Loma band's former leader, playing for the Ryto club.

Bobby Mitchell m.c.'ing at Fieldstone Inn with Ted Cole's Barons of Rhythm.

Paramount Movie crew at Flatbrook Creek, Walpack, N. J., shooting 30 years of auto styles for manufacturer's personal use.

Rosemont May, Soubret, Dead of Brain Seizure

Rosemont May, 25, burlesque soubrette, died in her sleep yesterday (Monday) in her room at the Chesterfield hotel, New York. Doctors declared death due to a cerebral hemorrhage.

Miss May was forced to withdraw from the show at the Central, New York, in the middle of last week by illness. She was found to have been working with a temperature of 105.

Miss May had been in burlesque about five and six years. The body is being shipped to her home in Detroit.

DOROTHEA ANTEL

226 W. 72d St. New York City

My New Assortment of GREETING CARDS is Now Ready. 21 Beautiful CARDS and FOLDERS. Boxed. Post-paid. for

One Dollar

R. MILLER

INSTITUTION OF INTERNATIONAL

Shoes for the Stage and Street

SHOWFOLK'S SHOESHOP—1552 BROADWAY

Extension for Chi Fair This Year or Next

Chicago, Oct. 16.

World's Fair now fighting for life and two extensions on time likely. Maybe an additional fortnight this year, another season in 1934 for both. Concessionaires are now holding meetings and trying to get the co-operation of the rest of the fair since they feel that without the other free attractions in on the deal there's little chance for the fair to keep going. City officials, too, are not anxious to operate the fair grounds this year or next as strictly an amusement park.

First probable extension which has the co-operation of the industrial exhibits would keep the fair going this year until Nov. 11, Armistice Day. Many concessionaires feel that the extra 11 days won't mean enough money, because of the chilly weather that's already hurting biz and are holding out for another season next summer to run from July to Oct. Holding up this 1934 season is the wrangling over the rate the concessionaires should pay for space and other facilities, all of them hollering for substantial reductions.

Chicago, Oct. 16.

Jack Pine's Midgits, known as the World's Fair Midget Village, will start a tour of the RKO around Dec. 1.

To be handled in circus manner with special paper and two men ahead on balloons and arranging parades for every date.

3 INJURED AT RODEO; COWGIRL CRACKS LEG

Two cowgirls and a top hand were injured at Madison Square Garden in rodeo competitions which started there Wednesday (11). Ruth Roach of Fort Worth, Tex., received a compound fracture of the leg and will be a casualty for at least three months. Alice Greenough of Red Lodge, Mont., is under observation with a wrenched ankle, extent of the injury awaiting examination of X-ray plates and not certain she can re-enter the events.

Both girls were hurt in the same manner. Having finished their bronc riding heats they were crushed between horses. In case of Miss Roach the bronc stepped on her after she dropped. Miss Greenough suffered a badly fractured ankle at the Garden rodeo three years ago and it was necessary to wire the bones together. Same ankle was injured Saturday.

Cowboy hurt is Floyd Stillings of Marshallfield, Ore. He is still with indicated water on the knee.

Carnivals

For Current Week (Oct. 16, 1933)

Beckmann & Gerety: Dallas, Texas.
Bee, F. H.: Courtland.
Big State: Centerville.
Bunt's Greater: Union.
Celtin & Wilson: Wilmington, N. C.
Diamond Siders: Am. Co.; Brookfield.
Dodson's World's Fair: Laurel.
Empire: Kingston, N. C.
Florida Expo: Laurinburg.
Franks, J. Crawford: Bryan, Texas.
Golden Belt: De Queen, Ark.
Grubers: Max, Monroe; Monroe, N. C.
Kraus: Greater: Hixson, N. C.
Landes, J. L.: Harper.
Lang, Dee: Wynne.
Leggett, C. R.: Sulphur.
Model Shows of America: Union, N. C.
Empire: Concord.
Royal American: Macon.
Royal Palace: Lafayette.
Strayer, J. R.: Van Buren.
West Bros. Am. Co.: Jackson.
Williams Greater: Emporia.
World of Mirth: Rocky Mount.
Zeiger, C. F.: Roswell.

LETTERS

When sending for Mail to VARIETY, please include POSTCARDS, ADVERTISING or CIRCULAR LETTERS WILL NOT BE ADVERTISED.

LETTERS ADVERTISED IN ONE ISSUE ONLY

Bush Selma
Cottello Gloria
DeLone Marjorie
Guinn John
Hall Corinne

Horne S C
Kay Edward J
Marlette Gloria
Spencer Chester
Snyder Evelyn
Vitale Jean

Austin Quits Barnes; Finney General Agent

Los Angeles, Oct.

Ben Austin, for 20 years general agent for the Barnes Circus, resigned last week, and departed for the east immediately on a vacation. He will be succeeded next season by Clint Finney, manager of the Ripley Odditorium at the Chicago Fair. Finney is a former carnival and circus agent.

CIRCUSES INDEF IN MISSISSIPPI

Jackson, Oct.

Due to increased business in the South, Hagenback-Wallace will play Mississippi this year which is something of a reconsideration. Early in the southern season, dates for the Ringling Show were refused in the state because of the high tax. Officials of the State Fair at Jackson tried to set the Ringling show for the fair, but were met with so-long goodbyes when they approached the circus.

The best season in several years is being experienced by the sawdust outfit this year down South. Therefore, the Hagenback show is going into Mississippi in spite of the high tax in the hope of staying out as long as weather will permit local business holds up. Both Ringling and Wallace shows are packing them.

Circuses

For Current Week (Oct. 16, 1933)

Hagenback-Wallace
Oct. 16, San Antonio; 17, Corpus Christi; 18, Bay City; 19, Galveston; 20, Corral; 21, Brown; 22, Houston.

Ringling Bros., B. & B.
Oct. 16, Norfolk, Va.; 17, Newport News; 18, Richmond; 19, Wilson, N. C.; 20, Durham; 21, Raleigh.

Entertainment Average

(Continued from page 40)

his 'Wilmaukee' and 'Gotta go, gotta go' at the end of the program.

7:30—Wayne King and the Lady Esther program offered not only the pleasant soothing King kind of melodies. A pleasing program, and popular here.

8:00—Ben Bernie and the Pabst Blue Ribbon program brought not only a radio leader but also sales talk for Pabst, a Milwaukee product.

8:30—Tosca Firé Chief program with Eddie and Ralph and the rest of the show proved to have the same general appeal of previous shows which have proved popular enough to make Ed Wynne's absence not so noticeable. And Wynne is a favorite hereabouts.

9:00—Songs of Yesteryear, a very pleasing combination of WTMJ's Aristocrats orchestra, directed by Wm. J. Benning, with Helen Mendelhall Ryerson, lyric soprano. Program included some of the lighter classics and famous old tunes like 'Harp That Once Through Tara's Hall' sung in the usual Ryerson satisfactory manner. The orchestra did its work well.

9:30—Madame Sylvia on the Rye Krisp program with another of her dramatizations showing how 'Dolores Del Rio' came to her for 'revenge' and a glowing sample opportunity for dragging in her sales talk. The whole thing was perhaps a bit too obvious from the beginning.

9:45—Art Krueger and his band from the Midnight Frolics heard in a program of dance numbers. Krueger made very popular over WISN, but it now being heard by remote control over WTMJ. He has a good band and clicks with local listeners.

10:00—Amos Andy, that classic of the air, seems to find an audience although possibly not quite the riot it used to be.

College Television

Iowa City, Ia., Oct.

Television owners are getting two shots a week through the University of Iowa station, W5XK, of 15 minutes length.

Inaugurated last spring, the project has been expanded.

Inside Stuff—Music

(Continued from page 52)

Shapiro-Bernstein, the publishers of the song by 'Billy Hill', otherwise George Brown. C-C claims a prior agreement to 19 Brown song written to the British song publishing firm. Instead, C-C compromised by getting from Shapiro-Bernstein the English publication rights to the Mae West (Paramount) lm songs from 'I'm No Angel'. The world's rights to 'Round Up' rests with S-B.

Contract is alleged to date from December, 1932. Brown (or Hill) allegedly only turned in some lyrics to Campbell-Cornelly but failed to complete the tunes. The English rights to 'Last Round Up' goes to Lawrence Wright, the regular British representatives for Shapiro-Bernstein.

What happens to discarded theme songs is partially answered by Gus Kahn and Walter Donaldson's 'Dancing Moonlight', originally slated for WB's 'Footlight Parade', being interpolated into Metro's 'Hollywood Party' for which Rodgers and Hart wrote the score principally.

'Moonlight' was ousted when a tiff between dance directors, Busby Berkeley and Larry Calabro, on the Warner lot eased it out. Robbins now has 'Moonlight' as it has 'You've Got Everything', now released as an unaffiliated pop song. That, too, was designed for Cagney in 'Footlight Parade'.

Kahn-Donaldson also authored a 'Waterfall' number for the same picture which Robbins also took over after Warners-Witmark rejected it and Kahn is fashioning a new lyric to get away from the WB film's 'waterfall' number.

Berlin, who thinks so much of the Harold Arlen-Ted Koehler tunes in Columbia's 'Let's Fall in Love' (film), that pains will be taken to keep these melodies under cover until just before the picture is generally released.

Plan on the eastern end is to try and have a name band on an important commercial make a specialty of launching the songs of which there are four. Intent is to restrict the ditties for the air, except for this one broadcast, until the flicker hits the screens.

Some date the recent ASCAP classification modifications to an open letter by Benes Russell, songwriter, in the last issue.

Songwriters' Protective Ass'n's recent quarterly publication.

Russell was criticized a little for making a strictly intra-trade issue a more or less public matter, through the open-letter publication, but the society's recent reclassifications are now credited as dating from that period a couple of months back.

Contrary to reports, no one but Imitri Tomkin can write any music for the Paramount picture, 'Alice in Wonderland'. That's in his contract. Offers and efforts of a number of writers to dish-out a ditty around the title have been held in abeyance by Par, which has ordered Tomkin to turn in a song of this type. This is more of a protective measure at present than an attempt to exploit the picture or capitalize on the title.

WICC, New Haven, says it was two weeks ahead of KPO, San Francisco, in broadcasting an all-best seller orchestra program based upon VARIETY's compilation of the 10 best. WICC calls attention to the fact Will Harrison's orchestra was first with a program of this nature.

Walter Donaldson will do the songs for the 'Great Ziegfeld' film which Universal will produce. Crooner Russ Columbo will also be in it.

Garden Rodeo Joins Up with B'way Coterie of High Autumn Grossers

Western twangs, —ees and the varied bright hues of the ranch in best dress will be native around Eighth avenue for a spell, since what is billed as the World's Series Rodeo opened at Madison Square Garden last Wednesday (11) and holds forth until Oct. 29 nightly, with week-end matinees. Broadway is establishing a record in the number of successful shows and the rodeo belongs among the good things.

The many-angled performance is supposed to be changed nightly, but with the essential contests always present. Introduction of novelties was noticed last season and instead of a procession of competitive events, there is more comedy. In other words showmanship has broadened the appeal of the westerners' type of show. Rodeo is now the apex of the Garden's entertainment in association with Mrs. W. R. Hearst's Free Milk Fund for Babies. That accounts for the rather dressy first night audience.

Wm. T. Johnson, San Antonio, Texas, is the director. Announced that he raised 600 head of stock used in the rodeo. It is claimed he has a half section invested in his ranch and equipment.

Theme song is 'The Last Round-up.' That ditty should have been kept down the road for a string quartet of cowhands and hill billy warblers who went on ahead of the show, spotted in the middle of the arena.

None of the cowboys they didn't do right by the number, making it dirge-like. Johnson's cowboy band was much better with 'Roundup.' The show was too much lally in introducing the officials and others with the result that the show did not actually start until 9 o'clock. Audience was asked to stand and sing songs for Marie Gibson, the cowgirl who was crushed to death last month by a bronc at Pocatello, Idaho.

Opening Spect.

Prelude to the show was, however, some fine mounted parade of the entire show's complement of hands of both sexes. Circling the arena, then snaking up and down making for a good spectacle of the best flash of the evening. Looks like the rodeo adopted the opening pageant idea from the big tops.

Cowgirls in horseback quadrille which followed seemed to be a time waster.

Initial competitive event was bareback bronc riding by cowboys, required to stick astride for eight seconds. Large time clocks on the north and south sides of balconies made it easy for the onlookers to stand and succor the contestants. There were several falls and the break came to an Eastern outfit when Bud Wells of the 'Edwards' rodeo team, Carthage, N. Y., copped the opening contest.

Following a roping contest with the outlander Chester Byers in the center, the cowboy bronc riding event was won by Lucyle Roberts, Antlers, Okla.

Change of pace came at this point with a mounted basketball game between a cowboy team and the Brooklyn Tigers. It is a rough-house event and funny. Players dismount and grab for the ball a few feet from the basket, then take off the bare backs of the mounts and take other chances. One cowboy was kicked by a nag but refused to get down. He was helped after three stitches were taken in his dome. Two doctors were on the spot throughout. They, with the cowhands, often took to the railings when steers ran amuck.

The calf roping contest was copied by Everett Bowman, who was part in the kick ball game and who tied his 'gorge' in 22 seconds. Bowman drew the best hand of the night, but his time was nowhere near the record. The calves were roped and held for railroading.

Same applied to the steer wrestling event. Much time was consumed in chasing the stock; some of the bulls were running faster than the horses. Rusty McGinty of Plains, Tex., copped the bull-dogging contest. Dick Shelton was unlucky in missing his steer, but harried slapping. He remounted and tossed the bull in 42½ seconds.

Yes and No Comedy

Cowboys bronc riding (with saddle) claimed to be the most dangerous of rodeo events was won by Bud Smith, Salt Lake City. Despite the fact that Tom-Bride stayed atop 'Old Man of the Mountains,' a bronk said never to have been successfully ridden in rodeo competition.

Among the comedy events was a wild cow milking contest. Two horns were in the milk and roped and a third does the milking. Little pop bottles were used and nobody could tell if any contestant got drop of milk or not. Jasho Pulkerson and Jimmy Newditt with their mules failed to get going until the last minutes. Hardy Murphy

and 'Buck' scored. Horse is a high school stepper and well trained on the end of the trail and other bits but Buck is not a liberty horse as billed. Another crack bit of training is Bill Keen's, who hurls a motor sanding atop two horses. Spotted in the middle of the show was John Fogarty, the tenor, who was raised on a ranch in Wyoming. In all the rodeo regalia and other bits, a white horse, plus the 10-gallon hat that has on it the names of many western notables. Fogarty was a surprise feature for the opening night. He is playing the Capitol nearby and the appearance was announced as being through the courtesy of Louis K. Sidney, Tenor using a mike and 'Little Gray Home in the West,' having to contend with the cowboy hand, which never was framed to accompany a soloist.

There are 123 cowhands and cowgirls listed. Some came on from their native parts, others were in the show from the Fair in Chicago. Quite a show with a lot of people and plenty of horses, bulls and calves. It was past midnight when the show started. The first night the performance was held to two and one-half hours. It should be profitable. Thee.

14 BULLS IN RINGLING HERD POISONED IN N. C.

Charlotte, N. C., Oct. 16.

Fifty elephants, valued at \$250,000, were lined up inside the big top of Ringling Brothers and Barnum & Bailey combined shows last week to be fed, and the same night 14 of them were mysteriously poisoned.

None of the giant Indian elephants exhibited here, and the circus curtailed an act in which the entire herd participates.

Five of the elephants will remain here with three caretakers until the circus returns to this state from a northern trip two weeks hence. Officials of the show were unable to explain the poisoning.

The only possible explanation offered for the mysterious poison dose to the beasts was that they had eaten grass containing sulphur and other ingredients that might have flowed to the show grounds from a fire that destroyed a chemical plant near that spot several months ago. However, the giraffes, zebras, camels, horses and other animals ate the same grass and were not affected. It was pointed out, though, that elephants get their grass food by the roots instead of cropping it.

A special tent with plenty of feed was left behind for the sick animals.

Downie Bros. Suffer Loss Thru Fire in Menagerie

Macon, Oct. 16.

'Downie' Brothers Circus, which winters here each year, lost two lions and a hyena Friday (6) in a fire which broke out in the menagerie while the circus was playing in Gainesville, Ga.

The main show was over and the concert was in progress when the flames were discovered by attendants who kept them confined to the two cages. No personal injuries. The show was not interrupted.

Damage of more than \$10,000 is estimated.

AIR PAGEANT BUSTS

National Air Pageant, Inc., conducting air shows and flying exhibitions, 551 Fifth avenue, New York, in a voluntary petition of bankruptcy lists \$53,825 in liabilities and \$13,000 in assets. Most of the latter are unliquidated claims.

Principal creditors are the Judson Air Race Committee, \$6,000; Emergency Exchange Ass'n, \$6,000; Arthur M. Loew, \$1,500; American Air Acres, Inc., \$1,000, etc. Irving Trust the receiver.

PUSH AND PULL

Wheeling, W. Va., Oct. 15.

There's a difference between a punch board and a pull board.

This city now collects a license fee of \$50 on live bait, but punchboards are barred by law. City officials want to cut the license fee to \$10 in the belief that more revenue will be raised under the lower fee.

*When her eyes open . . .
Ten million women will be thrilled!*



Paramount presents **DOROTHEA WIECK**,
star of "Maedchen in Uniform", in "CRADLE SONG".

Note: A series of interesting stills of Dorothea Wieck will be available at any
Paramount Exchange for free distribution to exhibitors playing this picture.



VARIETY

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Vol. 112 No. 7

NEW YORK, TUESDAY, OCTOBER 24, 1933

64 PAGES

NUDIES OGLE STAGE COIN

New Jersey Drive-In Theatre Holds 400 Cars, and Doing Biz

Camden, N. J., Oct. 23.

Motorists who go to the theatres and develop headaches worrying about the old bus, parked all alone on a dark street, can now find something new to fret about. That, at least, goes for the South Jersey and Philadelphia motorists, who are driving in swarms to the Drive-In theatre, the first and so far as is known only 'automobile theatre' in the world. It's located on Admiral Wilson boulevard, Camden, near Central Airport.

Autos laden with families and friends drive right into the theatre, and on Sundays, too, for Camden recently decided at the polls in favor of a more liberal Sabbath. Philadelphians must simply cross the Delaware river bridge and pay standard price admissions for a comfortable hour-and-a-half show, consisting of feature films and shorts.

The Drive-In theatre is so advantageously spotted that it can get, in addition to Philadelphians and Camdenites, much of the crowds returning from Atlantic City and other South Jersey shore resorts, who must use the Wilson boulevard in order to cross the Delaware bridge.

Theatre's chief appeal is to the inveterate smokers, who rarely enjoy a show because of the smoking prohibition. In the Drive-In theatre (Continued on page 57)

French Gov't Sensitive About Morals in Paris

Hollywood,

A complaint to the French Embassy in Washington. Fox's 'Worst Woman in Paris' gave comedy execs here and in the east plenty of headaches.

The Embassy shot the complaint along to Paris, with the Ministry of Foreign Affairs instructing the French Consul in Los Angeles to see the picture and report immediately on complaint that the story threw a bad light on morals of Paris. Consul viewed the picture at the studio and placed an official okay on it, reporting similarly to headquarters.

Hard Likker and Webs

Chicago, Oct. 23.

Radio-disc companies are looking forward to the advent of hard liquor to give spot broadcasters a big boost. They frankly expect to control, for the first few months anyway, the entire ether appropriation of liquor companies.

Networks have not yet voiced their stand as to liquor. Expected that neither web will rush into the field but will await public feeling as to swallow and hiccup accounts.

Wiring It In

George S. Kaufman was watching a play. After the first act he ran to a telegraph office and sent the following wire to the star:
'Am in the last row watching your performance stop wish you were here.'

Radio Act Refuses Church Engagement, Percentage Offer

Los Angeles,

Pasadena church wants to play a radio act on a percentage basis.

First Congregational Church asked for Earl Dancer's negro chorus, currently in KJH 'Merrymakers.' Elders offered part of the collection, but station and chorus turned down the offer.

MIAMI LOOKS TO BE WIDE OPEN THIS YR.

Miami Beach, Oct.

Winter season prospects are looking up: the gaming room people especially are smiling. Primarily because Dan Hardie, the sheriff of Dade county, has been ousted by Governor Shultz. Hardie was too tough on resorts with wheels and last winter refused to permit the gambling rooms to operate.

Point pleasing the residents over the change in sheriffs is that Havana with its upheaval is out for good times this winter, while Miami and Miami Beach, if wide open, should grab off a generous percentage of winter vacationists.

TIA JUANA MAY PAY

Mexican Cafes Need Name Bands for Attraction

Ti Juana, Oct. 23.

With the prohibition years of milk and honey a thing of the past, Tia Juana cafes and clubs are discovering showmanship and struggling to compete with San Diego by importing name talent for the first time.

For the past 13 years, local drink, dine and gambling spots were content to use bands and people who worked for the kitty provided by genial and generous folk who wanted to hear 'Sweet Adeline' and 'She Lived Down in Our Alley.' Now that the towns on the other side of the border have eased up on liquor restrictions, the Mexican joints have found that they need a new lure to bring customers across the international line.

STRIP FARMS WANT DATES

Midwest Fields Cluttered With Adams and Eves— Fresh Air Ranches Add P. A. Staffs— Dailies Spreading Copy

CHI FAIR INFLUENCE

Chicago, Oct.

At least five nudist farm motels are aiming at theatre coin, with the only thing holding up the signature on contracts is the exact method of presenting the Adam and Eve mob on the stage. As soon as the censorial angle is cleared up the strip and shine talent will be ready to crash into town.

Local 'Variety' office within the past week has been contacted by hotly competing press agents for midwest nudist outfits asking for attention and declaring that dates are right around the corner. Show business has remained non-committal to date on these propositions.

Midwest is now the center of the nudism camp thing with each strip outfit trying to outdo the other on publicity angles. And the dailies are going right along. It is all being accepted as great copy by the papers with the circulation hopping up into 1929 figures and directly attributed to the extremely hot art (Continued on page 63)

YANK GALS GET LONDON'S CLASS

London, Oct. 11.

Ilford Whitley, who has brought his 'Midnight Ringers' back to London after an absence of several years, states that the presence of American show girls in a cafe revue always attracts the best people. At the opening night in the Dorchester hotel it looked like everybody present, with the exception of a handful of newspapermen, belonged to the nobility. Even a member of the Royal Family was present.

Asked for further elucidation of his theory that American show girls are a draw with the creme de la creme, Whitley explained, 'American girls are better showmen and know how to present what they have to sell.' English girls present their wares too timidly.

Floor show headed by Carl Randall is regarded as the fastest half-hour cabaret entertainment ever seen in London. Randall and girls start by arriving from Monte Carlo in overcoats. Removing these, they are revealed in their underwear. Opening suitcases, they proceed to don evening attire.

Foot-Weary Unemployed Jam Coast Radio Studios' Free Shows

Los Angeles, Oct. 23.

Local radio studios are answering the public's long-time question of where to go when time hangs heavy. Stations find no trouble in hanging out the S.R.O. sign at any program to which the public is invited, no matter what time of day the broadcast goes out.

Radio stations thusly have taken the place of the dime picture houses as stopping-off places for the boys and girls looking for jobs. This is the type the stations would like to eliminate as guests, but it's a hard job to classify them.

From early morning until late at night, fans of one kind or another tramp through the studios, looking for a program which will entertain them for an hour. Lacking the proper entertainment, they sit in on anything as long as they get a chance to rest the dogs.

A capacity broadcast is the Atlantic and Pacific's Monday night broadcast on home economics with a guitar solo thrown in. Mob flocks to the station to hear how to make appealing meals and most of them eat in restaurants. It's an early broadcast, going on at 10 a. m. From that hour on, same mob troops from station to station, getting an earful of cooking, piano lessons, chiropodist lectures, nutty programs and radio what-nots that bores more often than pleases.

Like Backstage
It seems to make little difference to the audiences what the program is as long as they are declared in. It's the same psychology as going back stage in a theatre; getting a little closer to the inside of things. Stations and advertisers tried to control the audiences by refusing admission unless a card is presented. Card is usually given in an article sold by the advertiser. This has its troubles, too, for there's always the chance of killing a prospective buyer by denying him or her admission to the studios.

All local stations hold open house for most programs, with broadcast rooms accommodating from 200 upwards. KJH, for its big programs, Ford Motor and Union Oil, turns over a good part of its second floor—a used car showroom—to accommodate the crowd which runs close to 1,000.

'Ice' Skating in Summer With New Composition

'Ice' skating in any kind of weather is due through perfection of a wax composition to take the place of frozen water. In addition to sounding out those who tried minnie golf courses or might be interested in something to replace that short-lived fad, theatres are being approached. RKO is among the, with efforts along the lines of converting the RKO Roxy stage into an ice surface for skati ballets and novelties.

Calls Spade a Shovel

Rochester, Oct. 23.

New program expected to deal with intimate and delicate topics will go out over WHAM with guarantee of no station censorship. Theme is 'Youth Steps Out.'

Rev. Justin W. Nixon, D.D., minister of one of city's leading downtown churches, will conduct conversations with young folks, discussing their personal problems over the air. Station depends upon the minister to keep within bounds of good taste, although it is agreed that both he and the youngsters will be free to call a spade a spade.

Hamlet Exhibs Kick On Oxford Accents In American Pix

Hollywood, Oct. 23.

Small town exhibs have gone heavily for the all-American theory for pictures and are beefing lustily against studios using so many foreigners in films.

Exhibs are not prompted by any patriotic urge but are protesting on the ground that their audiences can't understand the accented dialog.

Most of the peevish are coming from the middle west and aimed chiefly at the number of English players being used in supporting roles. To the corn belt people the Oxford jargon and the English affectation of some of the American players is Greek to them.

Important Band Playing For Beef-on-Rye Bar

Los Angeles, Oct. 23.

Putting a name band in a drive-in sandwich spot is something new for the coast.

George Hamilton's combo now at the Club Airport Gardens, swank nite club, goes to the 'Cat and Fiddle,' Westwood, to catch the trade of the students of U. C. L. A.

Football for Gals

Minneapolis, Oct. 23.

As a sustaining program in the gridiron season, WCCO has introduced 'Football for Feminine Fans.'

Brad Robinson, former University of Minnesota All-American end, explains the technical features of the game so that the feminine listeners can understand them.

With Aimee Go-Bying Pix, Studios Approach Rheba Crawford, Her Aide

Unable to get Aimee Semple McPherson-Hutton closed for a picture, now after Rheba Crawford, currently on the pulpit at Angelus Temple and who has subbed for the evangelist since she started for Paris nearly a year ago.

Three companies want the evangelist, offering up to \$30,000 for a film. Miss Crawford so far has refused a script.

minister, who is much younger than Aimee and ready to have a lot of She was once known as the 'Angel of Broadway.'

Miss Crawford is California Commissioner of Public Welfare, making it necessary for her to get approval from Gov. Rolph before doing any film work.

Studios figure a picture with religious theme would help the industry the church element.

'LADY' LEAVES METRO CHILLY ON LEGIT

Metro is cooling on financing legit production for ultimate screen rights as result of the sorry start of 'Undesirable Lady' at the National on Broadway. Nancy Carroll is starred in the show.

George Mosser had some scripts which Metro was to underwrite for stage production, but that's off.

Rosen Seeking Jewish Aid for His 'Mad Dog'

Hollywood, Oct. 23.

Al Rosen wants to get the backing of Samuel Untermyer and other Jewish leaders in the east for his 'Mad Dog of Europe.'

Goes to N. Y. to show them the script before advancing into production.

Howard Hughes Again Producing Coast Pix

Hollywood, Oct. 23.

Howard Hughes will return to Hollywood about March 1. He is planning to make three pix, and is already seeking stories. Release will be through United Artists.

GHOST WALKS FOR 500

Hollywood, Oct. 23.

Roach used 500 extras on the Laurel and Hardy feature, 'Sons of the Desert' (Fri. 21).

An all time high for the lot.

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Evalyn Venable Spotted In Par's 'Death Holiday'

Hollywood, Oct. 23.

Evalyn Venable has been given the lead opposite Fredric March in 'Death Takes a Holiday' at Paramount. Layer's first picture with company was 'Cradle Song.'

Walter Hampden wired Miss Venable a few days ago, offering her the leads opposite him in 'Richelle' and 'Othello,' in New York. Because of her film contract, and Paramount's unwillingness to give her a layoff, the offer had to be turned down.

ERPI Goes Angel For Coast Indies Bucking Consol.

Hollywood, Oct. 23.

Electrical Research Products, Inc., is entering local production in the financing of Indies.

Sound company's up will be through Metropolitan studio, financing offer being made only to producers willing to use lot's facilities.

Arrangement was made by E. W. Hammons, and the organization will be set up on Hammons' return from N. Y. Metropolitan is equipped with Western Electric channels, while Educational has RCA.

ERPI financed producers would have to use WE sound trucks from Met if working at the Educational lot. Western Service is the holding company for both lots.

Means ERPI will be competitor of Consol lab as indie backer.

Willard Mack's Goldwyn Reward Is Combo Pact

Hollywood, Oct. 23.

As a result of his scripting work on 'Nana,' Willard Mack has been given a three-year optional contract by Sam Goldwyn to direct and write.

First assignment will be the adaptation, dialoging and direction on 'Barbary Coast.'

Col Wants Genevieve Tobin for Filmsaker

Hollywood, Oct. 23.

Columbia is negotiating with Warners for the loan of Genevieve Tobin for a featured spot in 'Let's Fall in Love' filmsaker. Dave Burton will direct.

Metro's 'Road to Rome' Set for Harlow-Gable

Hollywood, Oct. 23.

Metro will produce 'Road to Rome' with Clark Gable and Jean Harlow in the leads, Arthur Kober is adapting.

Previous adaptation by Robert E. Sherwood, author of the ori and Horace Jackson, tossed.

SEYMOUR STERN AT MG

Hollywood, Oct. 23.

Seymour Stern has joined the Irving Thalberg unit at Metro as one of the producer's assistants. Currently on 'Biography' and 'Good Earth.'

King Scripts Holt Pic

Hollywood, Oct. 23.

Bradley King will write the screen play of 'Whirlpool,' slated for Jack Holt starring pic at Col.

Story is an orig by Howard Emmett Rogers.

Geo. Seitz MG Director

Hollywood, Oct. 23.

George Seitz, now writing at Metro, will be boosted to director.



WILL MAHONEY

The Cincinnati 'Times-Star' said: "Will Mahoney's dance on the xylophone is one of the best achievements seen in the theatre in a long time. His dancing is cause in itself for admiration, but that tap dance on his Mahoneyphone is worthy of actual amazement."

All Communications Direct to WILL MAHONEY, 54 Malibu Beach Pacific Palisades, Calif.

KEATON ABROAD

European Vaude First, Feature for B-G

Buster Keaton goes abroad in January for vaude dates in Berlin, Paris and London, opening in Berlin Feb. 1 for a month's run.

In London he will make a feature for British-Gaumont. Both deals negotiated by the Leo Morrison agency.

Fanchon Royer Starts Pic with Peggy Shannon

Hollywood, Oct. 23.

Fanchon Royer has started 'For Value Received,' from a play by Robert Ober. Carlos Borcosque will direct, as his first assignment in English, with Edward Earl on dialog and also playing a part.

Cast includes Peggy Shannon, Marlon Lessing, Eddie Woods, John David Horsley and Mary Moore. Latter is the daughter of Tom Moore and Alice Joyce.

Harold Lloyd Selects Fox for 'Paw's' Release

Hollywood, Oct. 23.

Harold Lloyd will release his next pic 'Cat's Paw,' thru Fox.

Tentative deal set, with Lloyd and his general manager, William R. Frazier, in agreement that the comedian's next should go out under Sidney R. Kent.

Lab Men Best Tipper-Offers

Studio Mob Hep to That for Quickest Preview Lowdown

Hollywood,

Snoopy mob, which wants to be the first to sing a picture's praise or announce it a flop, is beginning to cultivate the laboratory men in order to get first information on a film.

Agents, players and other interested parties, up on their toes, have only recently discovered the lab workers are the first to know, being the first to see the scenes actually on film.

Hitherto the curious depended on the studio gravevine for information to seep down from the head men. Else they waited for a preview to find out a pic's b.o. possibilities.

Men who mix the developing soup, the information seekers have found, are pretty accurate in their estimates. 'It looks okay' or 'that guy hasn't sent us anything yet,'

Bustle Period a Marquee Hypo

Reflex from the Virtue-Triumphant Stand and Seen in Recent Flick Clicks

Travelog

Hollywood, Oct. 23.

It required two trips across the nation for Homer Stephens to get out of the Hollywood Community Players onto Fox lot, out of the Fox lot and back into the Community Players.

Actor couldn't get a break in Hollywood, went to New York for a stage show, was seen by Fox execs, who ticketed him west, stayed six months on the Fox lot and didn't have his option lifted.

Mae West, Wallace Beery, G. Robinson, Will Rogers and other non-romantic types demonstrate that it is not necessary to build yarns around a romance, a theory which has been dear to the heart of producers since films came into being.

First yell of every producer, until recently, has been that pictures must have romance, stories must be built around love interest. Success of the Pickfords, Gwyneth, et al., been built on honest love.

No telling just how the switch came about, but it's a good bet that the success of Mae West had something to do with it. Presently, the bustle cycle is receiving attention from the studios caused by 'She Done Him Wrong,' 'The Bowery' newly released, 20th Century's 'Barium,' 'Barbary Coast' the next Anna Stan story, Paramount's 'Diamond Jim Brady,' 'Majestic,' 'My Life' (the Isadora Duncan story)—all based on the more virile if less wholesome period of the last century. Romance has little place in any of the stories which will feature the more robust and less refined mode of love.

Down to earth drama falls on the heels of the departed gangster flick with little difference in the type of stories other than the elimination of machine guns. However, the scenario writers must up for this by throwing in a good share of slugging, which displays more action than a battery of Tommies, especially if the slugger is a Wallace Beery.

JESSE LASKY READIES SON'S NO NAME PIC

Hollywood, Oct. 23.

Jesse Lasky is planning a feature which Jesse Lasky, Jr., is writing, and which will have no recognized players in the cast.

Lasky will select the players from the extra and bit rank, and plans to bally it as an opportunity pic. Story will have a Hollywood background.

WB Has 30 in Can, with Sked End Seen by Mar. 1

Hollywood, Oct. 23.

Warners has completed 30 pix on this year's schedule, with five in production.

This leaves 25 to be constructed, and according to present rate of progress they will be ended about March 1. The studio is sked to close at that time.

WB TESTS HELEN LYNED

Hollywood, Oct. 23.

Warners has tested Helen Lynd with contract in mind.

Actress is from New York legit.

Novarro Readies Trek For Mexican Concerts

Hollywood, Oct. 23.

Ramon Novarro's concert tour will open in his home town, Durango, Mex., in January.

Trek will include Mexico, Central and South America, and will last about three months.

Ed Wynn Scrams Coast For Radio, Show, East

Hollywood, Oct. 23.

Ed Wynn washed up retakes on 'Fire Chief' at Metro Wednesday (18), and hopped a rattler to N. Y. Plans to resume his radio work; to take charge Amalgamated chaf, and to produce a show later.

MOFFITT'S SPECIALS

Hollywood, Oct. 23.

Jack Moffitt, dramatic editor and critic of the Kansas City 'Star,' is here to do a series of special yarns for 'North American Newspaper Syndicate' as well as his own publication.

Moffitt will stick about six weeks.

SAILINGS

Oct. 23 (Los Angeles to New York), Mr. and Mrs. Irving Berlin (Pennsylvania).

Oct. 20 (New York to Los Angeles), Basil Maduro (Santa Ana).

Oct. 20 (New York to Paris), Roger Groupilliers, Samuel Galt, shoes (Paris).

Oct. 19 (New York to London), Arthur Dent, R. D. Blumenfeld, (Olympic).

Metro Trying to Snag Max Baer on Contract

Hollywood, Oct. 23.

Metro started to talk contract to Max Baer immediately after 'Prizefighter and the Lady' was previewed.

Studio convinced the fighter can act.

'PECK'S BAD BOY'—AGAIN

Sol Lesser will remake 'Peck's Bad Boy' as a talker. Wants Jackie Cooper.

COAST'S SPORT COMPLEX

Arlliss Hands Producers a Bouquet For Letting Him Do Costume Films

Though George Arlliss modestly disclaims the responsibility for starting the current wave of graphical pictures—for, as he points out, long before his advent in the films there were costume epics—he admits that perhaps he did give them a fresh impetus.

He himself has great faith in the entertainment value of historical subjects. Besides their background of reality, they have as much romance as the imagination of the average author is capable of concocting. They give the picture audience the satisfaction of learning—in a pleasant way. People really would like to know about history, he believes, but they don't get the time to read. Mr. Arlliss gives it to them in 70-minute doses, and agrees. Primarily he seeks to make his famous characters in history human beings so that the average audience can understand them, and, he trusts, like them. After all, they were just human beings before they became statues. Mr. Arlliss likes to restore red blood to their veins.

Audience Appeal

When he approaches an historical figure, Mr. Arlliss tries to discern what that character stood for—then writes his story around that. He will not permit himself to be swayed in his story outline by what is considered to be varying and conflicting audience tastes, for he says, "You can't think of everybody. If you do, you fall to the ground."

"Boy and girl love interest is unnecessary, unless it's a part of and inherently belongs to the story. After all, there must be something of interest in the world besides youth," And Mr. Arlliss says it, looking amazingly younger than he does on the screen. Questioned about this phenomenon, he answers that he does it on purpose, that youth is very nice, but there's expression and character to age.

He believes it very sporting of the picture producers to agree—with their inbred fear of costume pictures—to let him make them. But it seems they have no choice, for just as Mr. Arlliss assumes all the artistic responsibility for his pictures, he will not go to work on a picture unless he believes he has the best possible set-up with the material at hand, and he will not go to work unless he himself has either passed on, or himself selected, the material at hand.

In shaping his material for screen purposes, he chooses the most important period in the life of the man he is about to portray. He never seeks to encompass the whole story, for he doesn't believe in episode treatment. He finds it too disjointed to hold audience attention.

He is going to do a picture based on the founding of the Rothschild fortune next.

Russ Columbo Pays Off \$3,000 to Jack Gordean

Hollywood, Oct. 23. Russ Columbo has settled out of court for \$3,000 the claims against him by Jack Gordean, who was originally slated to get one-sixth of the crooner's income.

Gordean and Con Conrad had Columbo under contract, the latter to share one-third of his net. When Columbo went east and hit the air waves, Gordean, out here, did not collect. Several times suit was brought against the singer, both here and in N. Y.

'Hillyer on 'Once Woman'

Hollywood, Oct. 23. Lambert Hillyer will direct 'Once to Every Woman' for Columbia. Yarn is from A. J. Cronin's story which appeared in Cosmopolitan mag under title 'Kaleidoscope in K'.

To Swerling is writing screen play.

GOLDSTONE MAY SHRINK

Three Class Pix Alternative to
ix Dozen

Hollywood, Phil Goldstone out with another announcement to the effect that in February, when he has completed the present Majestic program, he will turn 'high hat' and make only two or three features a year, but these of higher quality for the major market. If this goes through, it will end 15 years of indie catering for Goldstone.

Reason for the peeve and its resultant announcement is the fact that the refusal of major studios to loan him production for 'Divorce' tied up that production for more than three weeks.

Goldstone has already completed three of his 12 pictures for the Majestic program.

MAE WEST UNIT FOR PERSONALS

Mae West is going out on personal appearances. She will organize a road unit, including acts and a band, for a tour of one nighters eastwards for six to eight weeks.

Troupe due to pull out about Jan. 5, following completion of Miss West's next picture for Paramount, 'It Ain't No Sin'.

First stop may be for a week at the Automobile show in San Francisco. Officials of the latter have offered Miss West \$20,000 for two-day appearances during the six days of the show. Maurice Chevalier received 20 grand for five appearances daily a few years ago.

Jim Timoney, manager for Miss West, will line up staff for the tour. Deals will be sought with regular houses in various cities, but if terms cannot be reached, unit will rent a hall or auditorium.

ACADEMY SHOWDOWN, LESTER COWAN BACK

Hollywood, Oct. 23.

Showdown on the status of the Academy will come this week with the return of Lester Cowan, due in tomorrow (24) from code sessions in Washington. Cowan is slated for a grilling regarding telegraphic authority he obtained while in Washington from heads of various branches who believed it was obtained with the knowledge of J. Theodore Reed, the president. Code committee, which will call a meeting, includes Reed, Howard J. Green and Frank Capra. They will demand Cowan make a full report of his activities.

Board of directors, with financing help, will also have a meeting to determine the organization's status in that direction.

AUDREY CHRISTIE AND PAR

Paramount is talking figures to Audrey Christie, femme lead of 'Sailor Beware', legit at the Lyceum, New York.

Miss Christie made a Par test immediately after the show's click brought her to attention.

MG Tests Irene Lee

Hollywood, Oct. 23. Irene Lee, assistant story editor at Warners, tested by studio for an acting contract.

Miss Lee formerly was with the N. Y. Civic Repertory.

HOLLYWOOD DAFFY OVER ATHLETES

Film Mob, However, Mostly
Prefers to Participate in
Sports Only to the Extent
of Having the Muscles
Hardened in Health
Club

GREAT AS SPECTATORS

Hollywood, Oct. 23. No community in America fawns over as many sport teams as Hollywood. They are young fellows who make a reputation for themselves in some branch of sports, then manage to live stylishly as spongers who neither toil or spin. Due to their physical prowess, they prove a magnet for picture people who love to have sport names as their short time pals; short time because the athletes are dropped by the film mob as soon as they start to slip.

Recent coast tennis tourney was a great example with everyone in pictures trailing after the out-of-town players. Most of the picture people had a friendly acquaintance with all the top-notch players.

Tennis is perhaps the biggest producer of later year rum dums of all branches of sports outside of the prize ring. Autocratic rule of the United States Lawn Tennis Association prohibits amateurs from making any money out of any branch of sports. William Tilden, stormy petrel of the tennis world, was always in hot water with the USLTA but always managed to get out of his jams with the Association taking second place.

Fawned Over Here in Hollywood, anyone with a sport reputation is fawned over by the picture colony. They are wine and dined, and cheered on in their matches by their cinema followers. Everyone in town goes sporty as long as there is a name place to follow around. That goes for golf, swimming, track or any other competitive game.

Picture-people are mostly steam-room athletes. Most of them prefer to have their exercise on a rubbering table, which accounts for the success of so many health clubs in Hollywood, where the members have their muscles rubbed hard, their poundage patted off.

As spectators to athletic events, they're a great lot. They enthuse over any sort of a game from ping-pong to polo. It's a good business to be classed with the sport-loving element who support country clubs and other class sport activities. Any golf, tennis or polo match will see the grand stands crowded with picture names, some enjoying the contest, others politely bored. But it all comes under the head of sports to them whether spectators or contestants.

YOUTH MUST EAT

Par's Run Up indie
Sheets

Hollywood, Oct. 23. Those 30 male and female embryonic actors brought here by Paramount from all ends of the world for 'Search for Beauty', have too expensive epicurean tastes to suit the execs.

On arrival they were housed in an expensive hotel, paid \$50 a week and told not to worry about the hotel bill—that is the room part of it.

But the novices didn't hear well and signed all checks, dining-room, ginger ale, etc. Result was they were nearly out for their appetites and a code was drawn whereby they get their rooms and \$25 each for expenses.

GOLDWIN'S 'ANGEL' REMAKE

Hollywood, Oct. 23. Sam Goldwyn will remake 'Dark Angel' this season.

Warners' Top Contract List

30 Writers—17 Stars, 33 Featured Players,
101 Artists in All

Boy 'Chevalier' Set

Hollywood, Oct. 23.

Georgereakston, 11, has been signed by Columbia for the lead in Frank Borzage's 'Paul Street Boys'. Youth appeared for NBC in the east, billed as 'boy Chevalier of the Air,' and last year was selected as 'Prince of the Air' at Electrical World's Fair at Madison Square Garden.

Borzage discovered young George on the Columbia lot visiting his mother, a hat designer employed by the studio. The director made a test of the boy, with the company signing him for the lead in the picture and taking term option on his services.

TWO LOEW BOYS ON WORLD AIR FLIGHT

David Loew has decided to join his brother Arthur in that projected air trip around the world. Route is now being laid out with the idea of getting off in about a month. For Arthur Loew, it'll be primarily business, for David mostly a vacation.

Arthur Loew, first v.p. of Loew's, Inc., is head of the Metro foreign department and plans to visit all Metro world exchanges during the journey for a first-hand check-up. He started on a similar trip a year ago but met with disaster in Africa when his plane crashed, killing Capt. Dickson, the pilot.

On this trip the Loew twins have promised their mother that they will not use a plane of their own nor attempt to do any flying on their own. They will use commercial airlines wherever possible, resorting to other means of travel when not available.

Rockwell Sets Bing Crosby in N.Y. Par

Hollywood, Oct. 23.

Tommy Rockwell, who handles Bing Crosby's biz affairs, planned out Wednesday (18) for New York via Chi and expects to be in Gotham today (23).

After Crosby makes a personal at the Paramount week of Oct. 26, where he gets \$5,000 guarantee with a 50-50 split over \$18,000, he will play two weeks at the Paramount in N. Y., starting Nov. 10. He will return here to work on an untitled pic. about Dec. 1.

Execs Dine Marconi

Hollywood, Oct. 23.

Marchese and Marchesa Guglielmo Marconi were guests of the motion picture industry at a luncheon at RKO studios while in southern California.

Hosts were Ben B. Kahane, Louis B. Mayer, Joseph M. Schenck and J. L. Warner. More than 150 stars, execs and others attended.

Par, Col After Blue

Paramount and Columbia are both negotiating with the Leo Morrison office for Ben Blue.

Blue, in the Vanity Fair niter, is booked by Joe Rivkin, Morrison's New York rep, along with the Vanity floor show for the old Roxy week of Nov. 3.

Hollywood, Oct. 23.

Largest contract list in the majors is sported by Warners, studio which previously has kept its personnel obligations at a minimum. Studio at present has 157 players, writers, directors and executives on paper.

Player group the largest roster with 37 33 featured players, 11 junior stars and 40 contract players, making a total of 101 artists. Latter chorus and bit players the studio has on \$50 weekly pacts with the hope that some of them may develop into better screen material.

Junior star class is made up of girls who have graduated from the chorus and have made good when entrusted with bits. Studio is grooming them for featured parts, with those of the contract players who make good replacing them on the junior star list. Both the junior and contract player lists are Warners' hopes for the future particularly among the femmes. Studio has at present 33 featured players covenanted.

Writing list is the longest the studio has had in years with 30 screenwriters doing their daily stint on company typewriters. Concern hereafter has kept its writing staff down with rarely over 15 on the payroll. Directors contracted total 18.

Five associate producers and three contract executives complete the list.

Studio probably will weed out the player roster as soon as musicals have settled down to steady production or have passed over as sock entertainment.

CRAWFORD-GABLE FILE SQUAWKS AT METRO

Hollywood, Oct.

Joan Crawford and Clark Gable are having their complaints and troubles with Metro. Miss Crawford wants more than the weekly \$3,500 she is getting and had a stormy session last Saturday (21) with Louis B. Mayer. She did not show up on the lot today (Monday), where pickup shots were being made on 'Dancing Lady'.

Gable, getting \$2,500 weekly, says he is burned at the treatment studio has given him since his appendix operation. Maintains that when he was called back to the studio he was in no condition to work. Blow-up came when he was asked to do retakes on a picture 10 days ago at a time he wanted to go away to recover his health. His most recent squawk concerns his being loaned to Columbia for 'Overland Bus'.

Lilian Harvey May Go In Fox-White 'Scandals'

may go

George White's 'scandals' at Fox, which Bob Kane is coming out to supervise.

This was reported after it was learned Miss Harvey would not be bracketed with Spencer Tracy in the next untitled Buddy De Sylva production starting Dec. 1. Story argument with De Sylva led to her asking to be relieved from the assignment.

Dave Butler is slated to direct the De Sylva pic with another girl to play opposite Tracy.

Willy Fritsch is coming to the coast from Berlin in time to spend 'Christmas with Lilian Harvey'.

Wor is he'll bring the wedding hoop.

Canavan, Reoch, McDonough Constituted RKO Liquidators With View Toward Co.'s Reorg.

Dave Canavan, Al Reoch and J. R. McDonough presently constitute the RKO liquidators under the company's plans aiming towards reorganization. Their first job before the receivership can be ended will be to liquidate and reorganize personnel elements. That's where such liquidation hasn't already occurred.

The aim of the RKO higherups looks to be to have a comparative rating of salaries from the top down that will not be out of line with what each subordinate receives as against his superior. That way the chief operating job at RKO is likely not to count for more than \$30,000 or \$35,000 at the most annually.

Harold B. Franklin was receiving something like \$75,000 on the yearly basis. It was more than twice what his nearest executive in authority was receiving, so that under the new system of things no cuts if any may be in order, as the existing situation of things looks to conform with the ideas on compensation as entertained by the higherups.

Canavan walked back into authority at RKO with Franklin's exit as president. He was formerly in charge of maintenance and purchasing until shifted to the Radio City theatres after Franklin came in. Presently he is back in the same capacity at RKO, but subject to supervision by Al Reoch.

Reoch, who has been in charge of all real estate activities and kindred divisions, now also heads purchasing and maintenance.

Among the first orders which Canavan has issued since his return was the dropping of Arthur Benline from the RKO payroll. Benline, theatre engineer and an authority on purchasing and maintenance, succeeded Canavan as head of that division under Franklin and trimmed the costs of the maintenance and purchasing departments.

U Denies Control Deal Mentioning Rowland, Tinker

It is officially denied by Universal but conflicting yarns persist on Richard A. Rowland and E. R. Tinker aiming to gain control of Universal.

Tinker is a former executive of Fox, same as was Rowland. For a brief spell he acted as president of Fox before Sid Kent's entry into the Fox fold.

Lately Tinker has been representing the Chase bank group on reorganization matters of Fox West Coast. Neither Rowland nor Tinker has been available to confirm or deny the reports.

The R-T deal is said to have gotten under way before Carl Laemmle left for Europe.

UNIVERSAL 15 SCRIPTS AHEAD OF PRODUCTION

Hollywood, Oct. 23.

Maintaining an unusually large writing staff, Universal has been able to prepare 15 complete scripts ahead of immediate production needs.

Between 15 and 20 writers have been working steadily under Albert J. Cohen, scenario head, since last spring piling up the yarns.

U.A.'s Record \$30,000 on 'Henry' From R. C. Hall

United Artists took out just over \$30,000 from the Radio City Music Hall on 'Henry VIII' last week, one of the highest distribution rentals yet on a seven-day engagement. Hall grossed \$96,000 net on 'Henry' but no hold over, due to house policy.

UA pic was guaranteed \$20,000 as a flat rental up to \$80,000, then the split.

Rosenblatt to Address Southeastern Exhibs

Washington, Oct. 23.

Analysis and defense of contents and omissions of the pending film code will be presented to the Southeastern Theatre Owners' Association, an MPEDA unit, next week by Deputy Administrator Sol A. Rosenblatt of the NRA.

Accepting the invitation to address this organization in convention at Atlanta, Oct. 30, Rosenblatt indicated his talk will deal with problems encountered in bringing harmony to the film industry and attempting to reach mutually satisfactory compromises on difficult points caused by code disagreements.

FOX AND RKO POOL DETROIT

With the help of the Skouras Brothers, who negotiated the deal on behalf of the financial interests back of the Fox, Detroit, this house will be pooled with RKO's Uptown and Downtown theatres in the automobile city. The pooling arrangement will take effect around Nov. 3.

Under the arrangement, RKO will operate all three, and the divvy will be on a basis of profits with the Fox house, the biggest of the three, coping 55% of the gravy and the RKO 45%. David Idzal, who is operating the Fox for the financial people, will likely handle all three houses in the pool under RKO supervision.

No money is known to have changed hands, it being an outright pooling arrangement.

The Fox house will become the pivot point of RKO in Detroit and will be used for the vaudeville outlet. Presently RKO has vaude in the Downtown, which will be switched to the Fox when the pool becomes operative.

Move cuts down competition in the town among the majors to only Paramount and RKO, and for RKO it means a divvy of Fox, Universal, Columbia and RKO product, first selection of which will go to the 6,000-seater Fox.

Paramount has around 11 theatres in the town, about nine operating. These recently were turned over to George W. Trendle for operation.

Bob Kane Indie Producer for Fox, In H'wood Plus His Foreign Duties

Robert T. Kane, in addition to his duties as president of Fox's European production company, is going to the coast as an indie producer for Fox, specializing in musicals. First picture under the new set-up will be the George White 'Scandals'. Kane is in daily contact with White, both leaving for Hollywood in about 10 days to start production.

Kane is to split his activities between Paris and Hollywood, six months a year in each spot. He will be given also a certain number of stars for both continents, these to include Lillian Harvey and Henry Garat. Also Charles Boyer, French star, has been signed, calling for split assignments in the two continents. Boyer starts by getting the lead in 'Liliom', which Fritz Lang is directing for Fox in Paris, currently shooting.

White and Charrell
On completion of 'Scandals' Kane starts on an Erik Charell picture, story for which has not been chosen yet. It'll be a musical extravaganza made on the coast, commencing about the middle of January, with the German director in complete

1st Runs on Broadway (Subject to Change)

Week Oct. 27

Paramount—Tm No (Par) (3d wk).
Capitol—Meet (Metro).
Strand—'Footlight Parade' (WB) (4th wk).
Rialto—'Kennel Murder Case' (WB) (2d).
Roxy—'Love, Honor and Oh Baby' (U).
Music Hall—'Berkeley Square' (Fox).
Mayfair—'Dance, Irl, Dance' (Ind) (2d).
Rivoli—'Bowery' (UA) (4th wk).
Hollywood—'World Changes' (WB) (2d).

Week Nov. 3

Paramount—Tm No (Par) (4th wk).
Strand—'Footlight Parade' (WB) (5th wk).
Rialto—'Football' (WB).
Roxy—'Mad Game' (Fox).
Music Hall—'Little Women' (Radio).
Mayfair—'Blind Adventure' (Radio).
Rivoli—'Broadway Through Keyhole' (UA) (1).
Hollywood—'World Changes' (WB) (3d wk).

\$2 Pictures

'Dinner at Eight' (Metro) (Astor) (10th wk).

Foreign Films

'July 14' (Rene Clair) (French) (Little Carnegie) (2d wk).

RKO STOCK EXCHANGE MAY BE POSTPONED

Federal District court in New York has taken under advisement the petition filed last week on behalf of RKO, to extend until Nov. 30, the right of the company to continue exchange of certain stocks.

The basis of exchange follows:
(1) For each share of the preferred stock of Keith-Albee-Orpheum, three shares of the common stock of RKO.

(2) For each share of the common stock of Keith-Albee-Orpheum, one share of common stock of RKO.

(3) For each share of the preferred stock of Orpheum Circuit, two shares of the common stock of RKO.

(4) For each share of the common stock of Orpheum Circuit, one share of the common stock of RKO.

Originally, it is handed the company had the right to discontinue this exchange of stock in October. The extension is aimed to allow stockholders in any of the companies more time to make such exchange.

Frisco Set for Annual \$1,000,000 Loss Unless Something Is Done

Libson and Hellingfeld As RKO-Midw. Directors

As soon as RCA, Chemical Bank and the Irving Trust get down to cases, as the stock controllers of RKO, Ike Libson and Ben Hellingfeld are apt to become directors of RKO's Midwest subsidiary. This subunit controls RKO's Ohio theatres. Under the agreement which RKO made with Midwest for extension of the \$3,500,000 in notes for Midwest, it was agreed to let the bondholders group elect two additional directors on the Midwest board.

The old notes mature in 1935 and the new bonds, which are sinking fund bonds, run to 1940. Some \$30,000 in interest, which is due on the notes during November, is at hand and will be paid, according to accounts.

PAR OPPOSES PARTNERSHIPS

Sudden descent of the Balabans, Barney and John, last week again on the Paramount fold with a view of impelling the Par people to make immediate partnership deals for Chicago and Detroit with each respectively, is believed to have prompted the Par trustees again to a halt to further partnership deals on the part of the reorganization committee. The Detroit theatres were turned over under a temporary management arrangement to George W. Trendle, but the Balaban boys are known to have invoked the councils of Par towards speeding up deals with themselves.

John Balaban has acquired operating control of the Par in Toledo. He is stated to have done this on his own.

New Deal for Old Roxy May Relieve It of Receivership

Old Roxy on 7th avenue, New York, may work out of receivership by Jan. 1 when Howard S. Cullman's receivership regime terminates.

Harry Arthur is reported working on a deal with the creditors, to continue indie operation of the house.

It was reported yesterday (Monday) that Herbert L. Lubin had again approached downtown people with a view of obtaining control of the old Roxy, apparently undismayed by a previous rejection. Harry G. Koeh, former receiver of the old Roxy, is also mentioned as being associated with Lubin in the matter.

Understand is that a plan involving a new stock or bond issue would be involved. Originally Lubin and his associates promoted something like \$17,000,000 on the old Roxy.

Recently Howard S. Cullman, receiver of the old Roxy, issued a statement denying that the house would be turned over to any other control.

N. Y. to L. A.

Abe Lehr.
Leon Gordon.
Sammy Timmer.
Baron Valentin Mandelstamm.
Leslie Cowan.
Rudy Keeler.
C. W. Pabst.
Edwin Loeb.
Russell Patterson.
Irving Caesar.
Ed Hatrick.
Nicholas M. Schenck.

L. A. to N. Y.

Leigh Jason.
Edmund North.
James Gow.
Fred Pelton.
Jack L. Warner.
Joseph I. Schmitzer.
E. W. Hammons.
Ed Wynn.
Holmes C. Walton.
Jimmy McHugh.

San Francisco,
Frisco theatres stand to million; bucks this fiscal year if present conditions continue.

Last week, Market street first-runs alone dropped about \$10,000. That sum was more than equalled by the town's 70 houses. There's not the remotest possibility of the situation's changing unless some of the theatres fold up. So the \$20,000 a week total loss, for 52 weeks, will be a total that will make a lot of the boys dizzy as well as broke.

The way it looks now Fox-West Coast's Warfield and St. Francis are the only theatres in town that will show a consistent profit. The others—and that goes for the biggest—the best on the Rialto—are in-and-outers.

Nine Market street first-runs are operating full blast, four of them with the lowest prices in Frisco history. As a result the burg is greatly overestimated, and competition is so deadly that only a vastly augmented budget will permit buying a show that will draw any business. All of which is making it mighty tough for the neighborhoods who have had things their own way for three years or so.

Right now, the idea seems to be to keep the others afloat from getting out of town even if a house must lose money to do it.

Matter of Scales
As a result it is meaning 10 and 11 grand grosses for houses with nuts of \$12,000 and over.

Solution may be to forget personal differences, grudges, etc., and to get together and strike a general price level. In that way, the 40c Orpheum and United Artists and 35c Fox will stand a better chance of getting into the black, and while playing to a smaller number of people, will take in more money. The 40c Fox St. Francis is a money maker.

The 50c Fox Embassy with extended runs has been very poor since the battle began; 55c Fox Paramount is in the money now with Mae West and some swell ones coming up, but the last four weeks have been a nightmare. Golden Gate with 65c has been off last few weeks, and even the Warfield hasn't been up to par.

As for the neighborhoods—they're off plenty now, what with cheap prices and big shows downtown.

HENIGSON STAYS AS IS, MASTROLY HIS AIDE

Hollywood, Oct. 23.

Carl Laemmle, Jr., states there will be no changes in the position of executive studio manager which Henry Henigson has held on the Universal lot since his return four years ago.

Henigson has functioned as an associate producer at various times in addition to his own work.

Frank Mastroly, brought on from N. Y., will aid Henigson in studio affairs, enabling the latter to continue on productions as well.

IBEW Smacks at Trade Restraint in L.A. Suit

Los Angeles.

Any pact made between the International Alliance of Theatrical Stage Employees and the International Brotherhood of Electrical Workers, to act in concert on labor or strike disputes with studios would be in restraint of trade.

This is the contention of the IBEW in its answer to the IATSE's amended complaint whereby the latter organization seeks in superior court to obtain an injunction against the rival union's asserted contracts with major studios.

Court action of the studio technicians, Local No. 37 of the IATSE, was taken through Business Manager Lew Blix, following the breach between the two outfits, as a result of the recent strike. Gist of the IATSE complaint against the IBEW is that it has illegally violated its agreement of trade union obligations.

ANTICIPATE SALARY PROBE

Selznick, Wanger Offer to Quit; Peeved at Authority Limitation

Hollywood, Oct. 23. Unsettled conditions in Metro executive setup brought about proffered resignations of David O. Selznick and Walter Wanger last week. Their notices are being held in abeyance until the arrival of Nick Schenck today (Mon.) to see whether matters cannot be straightened out.

Complaint of executives, which is not wholly confined to Selznick and Wanger, is that the present unit system is not working out as a solo scheme. Claims made this is due to 'too much interference.' Inside is that most associate producers on the lot have been seeking full dictatorship and authority over their respective units such as was enjoyed by Irving Thalberg prior to his trip to Europe.

Mayer the Boss
On Thalberg's departure, Louis B. Mayer took over the major share of production responsibility, and on several occasions recently halted subordinate executives from carrying out some of their plans. This was particularly emphasized two weeks ago, when retakes were ordered on a picture, with the producer on the grill for having gone ahead with his own ideas on a musical sequence in defiance of the advice of the technical department heads, who were opposed to his methods.

B'WAY FAVORS ADMISH RISE

Circuit heads and individual operators on Broadway are preparing to get together on a blanket rise in admission stakes predicated on the fall slump in business and generally improved conditions.

While there have been some increases here and there in New York, conferences are being discussed with a view to a general admish boost all around with unity prevailing in the new top to be set.

Schenck, Goldwyn Resign from H'wood Producers' Assoc.

Hollywood, Oct. 23. Joseph M. Schenck and Samuel Goldwyn tendered their resignations from the Producers' Association at a special meeting Friday (20). This is the second time Schenck threw his hat in the ring in less than four months. First time was during the Warner-Zanuck raiding battle, Schenck at that time objecting to Warners' alleged espionage tactics. His resignation at that time was tabled and later withdrawn.

Goldwyn's is his first out and withdrawal although during the period that Schenck was on the fence Goldwyn wanted to quit with him. It's likely that the couple will also want to withdraw from the Hays eastern body on their burnup over clause five of the code.

Louis B. Mayer presided at the meeting when the resignations were taken to either accept or table the motions. "Understand endeavor" will be made when Nick Schenck arrives to get them reconsidered and withdrawn.

Burt Kelly Out of U

Hollywood, Oct. 23. Burt Kelly, formerly of Kell, Bischoff and Saal combo, who joined Universal as a producer two months ago, has left the lot. Made 'Special Investigator.'

Franklin's Plans

Following a farewell dinner to be given him this week by friends in RKO, Harold E. Franklin, who resigned from the organization 10 days ago, sails for a Bermuda vacation.

His plans for film production are still on. Shooting will be in the east.

CHARGE AGENTS CAUSE MUCH TROUBLE

Hollywood. Major studios are yelling cause they are finding it practically impossible to engage a freelance featured player on a weekly basis without signing a contract. Agents are demanding a flat sum contract regardless of the time the part requires.

One agency recently switched the terms on a player, who has been getting \$2,500 weekly, to \$20,000 per pic. With the average part running three weeks for this player, new sum represents an increase of more than 200%. Similar requests have been made by other agencies on players who are in demand.

Studios in a pinch for certain players, allowed the agents to get away with the per-pic rate several times. However, in the last few months, straight pic deals have become more or less common in all cases in which the player has a name.

BANKER'S OKAY POINTS TO PAR'S EARLY REORG.

approval of progress shown by Paramount in its efforts to climb out of bankruptcy, is seen in the statement for Wall street and general public consumption issued by Sir William Wiseman, of Kuhn, Loeb & Co.

Sir Wiseman opines that the operating results of Par, and particularly during recent months, were sufficiently encouraging to suggest reorganization within a reasonable time but pointing out that the situation is complex as a result of numerous subsidiaries of P-P being in bankruptcy themselves.

The Kuhn, Loeb partner stated a plan for reorganization would be submitted shortly to creditor and security holder committees.

Jack Warner East, Bros.

To Return with Him

Jack L. Warner arrives in New York tomorrow (Wednesday). Remains east a week or so.

Harry M. Warner returns west with him, a trip which the WB president has postponed due to code hearings.

Hollywood, Oct. 23.

Jack Warner left Saturday (21) for New York and possibly Washington. He's expected to return early in November—with his two brothers, Harry M. and Major Albert Warner, to attend the wedding of Mervyn LeRoy to Doris Warner next month.

Wedding will be informal, a family affair, with the couple delaying their honeymoon until after the first of the year. With LeRoy having completed 'Wonder Bar,' they'll start for a world trip.

CONGRESSIONAL O.D. BY WINTER

Repercussion of the Picture Code Palaver Rings in the Film Industry Along with Every Other Big Business — 2,000 Questionnaires En Route to All Big Cos.

QUERY EXECUTIVES

Washington, Oct. 23. The film salary flare-up which has complicated perfection of the NRA film code probably will have repercussions in Congress this winter when reports of a sweeping probe of industrial salaries are laid before the solons.

Hurrying to carry out a Senate mandate, the Federal Trade Commission, previous hushler of the film industry, last week rushed out the mails 2,000 questionnaires designed to supply intimate details of the earnings of executives of many corporations. Practically every important picture producer is destined to receive one of these inquiries.

While details of the questionnaire were made public gladly, the Trade Commission was extremely careful not to disclose the names of corporations to which these queries were addressed. The matter of disclosing the returns also was dodged, with the intimation that the Senate can do as it pleases with the dope handed it this winter.

Originally conceived by Senator Costigan, of Colorado, the Commission investigation was stimulated by the wrangling over Hollywood compensation and President Roosevelt's conviction that Uncle Sam must take some steps to see that executives do not grab more than a fair share of their companies' earnings.

Salaries Already Cut

Similar action has been taken by other Government agencies, with the Reconstruction Finance Corporation, and Federal Reserve Board putting bankers on the spot, Railroad Co-ordinator Eastman heckling railroads and bringing about immediate salary reductions for highly paid presidents and board chairmen, and the Power Commission probing public utility payrolls.

The data gathered from film producers, distributors, and chain exhibitors unquestionably will be used in enforcing the provision of the film code which declares 'unreasonably excessive salaries and bonuses are a means of unfair competition. Returns to the Trade Commission presumably will become an important weapon in carrying out President Roosevelt's idea that 'unconscionable' compensation in the film industry must be outlawed.

Addressed to every corporation listed on the New York Stock Exchange and New York Curb Exchange with capital or assets of \$1,000,000, the questionnaire demands names and official positions of directors and officers with their 1932 compensation, intimate details regarding bonuses and other compensation than salary, salaries, and information relative to corporate income and business volume. The latter information will be used in deciding whether a disproportionate share of company income reaches the pocketbooks of those on the inside.

GRANGER EAST

Hollywood, Oct. 23. James R. Granger, general sales manager of Universal, has left for Dallas, en route to N. Y., to confer with Carl Laemmle, who has just returned from Europe. Expects to be in N. Y. Nov. 1. Will return here around Dec. 1.

Nate Blumberg Most Likely As RKO's Theatre Operator. Major Thompson Probable V.P.

U Postpones 'Showboat,' Borzage on 'Little Man'

Hollywood, Oct. 23. Frank Borzage will direct 'Showboat' for Universal. He will make 'Little Man.'

Universal has decided to postpone 'Showboat' until next summer due to heavy production costs.

SHORTS FLOCK EAST, NEAR RADIO

Wholesale eastward trek of the shorts production business is attributed to the fact that New York location means more closer proximity to radio talent. The other names are currently credited with being the top draws in the film shorts field, through having the best-known monikers among shorts players in the hinterland.

Only two of the major shorts makers, Universal and Metro (Hal Roach), are still exclusively on the west coast. Educational, Paramount, Columbia, RKO (Magna), Warners, and Sennett are now doing all or many of their shorts in the east.

Use of radio talent in shorts is getting more extensive all the time, with other people gradually pushing out regular shorts players.

Tammany Charges Bias In RKO Audience Poll

Tammany Hall, in behalf of Mayor O'Brien, is burning at the RKO circuit over the latter's straw vote stunt in the 'New York theatres,' in which McKee was the winner. Tammany is reported getting together its alleged data on the RKO straw vote for use as campaign material.

The charge of the current city administration, from accounts at headquarters, is that the RKO balloting, instead of being non-partisan, was arranged between the theatres and the McKee party's stage and screen division.

Both parties are making a strong play for the theatrical vote. Tammany also has a theatre division on the campaign staff. Poll was halted last week.

Crinion Heads Amity

John H. Crinion has taken complete control of Amity Pictures, independent distributing company, with 28 exchanges.

Since Educational arranged its distribution merger with Fox, Tripartite product, together with Quadruple pictures, have been releasing through Amity.

FARNOL DUE BACK

Lynn Farnol, on the coast since spring, returns to New York for Sam Goldwyn in about two weeks when 'Roman Scandals' is in the can. Farnol remains in New York for the winter season, as usual. Nov. 30 is being figured as the probable opening date at Rivoli, N. Y.

Nate Blumberg as general theatre manager and operator, and Major Leslie R. Thompson, president of Keith-Albee-Orpheum now appears to be the future set-up over the RKO theatre. What would constitute Thompson's duties as a second KAO v.-man is another has not been defined, but in the accounts he fits in between Blumberg and KAO president, J. R. McDonough.

Phil Reisman will continue to head the film buying and the various theatre booking divisions in the theatre revision of RKO as v.-p. KAO.

Under the reported set-up, it is proposed that the RKO theatres will operate under a decentralized scheme wherein the division managers will be given more latitude every department of their field activities, and certainly more responsibility.

Blumberg's Record

So far a successor to Blumberg in Chicago when Blumberg takes over his new duties has not been mentioned. In the future he will headquarter in New York. Blumberg formerly supervised all operation of RKO theatres under Joe Plunkett.

His operation of the almost defunct Orpheum houses in the midwest, out of Chicago for RKO, and his bringing them back as feasible operating spots, when RKO almost gave these up, no doubt helped recommend Blumberg back into New York headquarters as overseer of all, under McDonough.

Question of the inclusion of Major Leslie Thompson in the RKO setup is mute for the present. Whether the Albee bondholders and the Proctor interests in KAO sponsored Thompson for an RKO theatre post is not known; but that RKO people have talked with Thompson about coming into RKO is assured. Unofficial accounts have it that Thompson rejected the idea because of his health.

Thompson is figured to have been confabbed only for a consulting post. Thompson, through his long association with RKO theatre affairs, would serve as a member of the operating committee which the RKO people figured at the time to take over the administrative part of the RKO theatre operation.

Division Men

Looks like the various division managers and others in the field will stick, with the possible exception of one or two minor figures. It is figured that the post of division manager for the RKO Albee, Brooklyn, will be eliminated. It is presently held by J. J. Franklin, brother of H. B. Franklin.

Charles Koerner looks to continue as division manager for New England, and Charles McDonald in charge of the metropolitan houses in New York; also Lou Goldberg and Howard Emde in their respective divisions.

No change is expected in the Cincinnati division, where Nat Holt has charge of operation. However, when Blumberg takes over the reins, a new man may go to Chicago to take over his midwest duties.

McDonough's elevation to the post of president and successor to Franklin was on the motion of M. H. Aylesworth himself, so far as known, at the company's board meeting held Wednesday (18) at Radio City.

At Aylesworth's suggestion, McDonough also was elected president of Radio City Theatres, a post formerly held by Franklin. Additionally McDonough became vice-chairman of the RKO picture company, under Aylesworth, who is chairman of the board of all RKO subsidia and president of RKO, parent company.

Amusements in Indifferent Show As Market Shoots Ahead on New Money Declaration of President

Stocks ahead yesterday (Mon) as Wall Street chose to put bullish interpretation upon President Roosevelt's declaration of a new program of managed currency in which it sees inflation possibilities. The amusement shares did fairly well in the initial stages of the upturn but toward the close business revealed a disposition to back away.

course did not quite follow the turn-around after the slump but rather traced resembling that following the announcement of the foreign debt moratorium in June of 1931, when the advance hung fire two three days before it finally got under way.

Yesterday's movements were indecisive. At the opening there was frightened covering by professional shorts. Thereafter prices dipped, but were promptly taken in hand and continued up until the final hour when about half the day's gains were cancelled. Volume was around 2,250,000 shares.

Loew opened more than a point up at 27 1/2. It moved to a top of 27 3/4 soon after and then gradually slid off, closing at 25 1/2, up only 1/4. Warners did not much better. It was holding well at and above 4 when a series of blocks came out in mid-afternoon all be-

Yesterday's Prices

Stock	High	Low	Last	Chg
300 Col. Pic. ..	21	20 1/2	21	+ 1/2
300 Con. F. L. ..	8	7 3/4	8	+ 1/4
100 Do. P. L. ..	9	8 3/4	9	+ 1/4
2,100 East. K. ..	7 1/4	6 3/4	7 1/4	+ 3/4
4,500 Loew's ..	26 1/2	25 1/2	26 1/2	+ 1/2
1,800 Par. P. of ..	1 1/4	1 1/4	1 1/4	+ 1/4
1,500 Pathé ..	1 1/4	1 1/4	1 1/4	+ 1/4
1,100 Do. W. ..	1 1/4	1 1/4	1 1/4	+ 1/4
20,100 RKO ..	7 1/4	6 3/4	7 1/4	+ 1/2
1,500 W. E. ..	40 1/2	39 1/2	40 1/2	+ 1/2
11,600 W. E. ..	6 1/4	5 3/4	6 1/4	+ 1/4
BONDS				
\$25,000 Gen. Thr. ..	4 1/4	4 1/4	4 1/4	+ 1/4
1,000 Keith ..	85	84 1/2	84 1/2	- 1/2
12,000 Loew ..	85	84 1/2	84 1/2	- 1/2
4,000 Par. P. ..	25 1/2	25 1/2	25 1/2	+ 1/2
5,000 Par. P. ..	25 1/2	25 1/2	25 1/2	+ 1/2
8,000 Do. etc. ..	25 1/2	25 1/2	25 1/2	+ 1/2
35,000 W. E. ..	40 1/2	39 1/2	40 1/2	+ 1/2
CUBS				
500 Tech ..	11 1/4	11 1/4	11 1/4	+ 1/4

low the last bid and under 6. That discouraged any further buying, but offerings were well absorbed to the close at 6 1/4, up 1/4. Fox did not appear on the tape all day.

Bonds were extremely quiet with minor price changes, except that the Warner debentures had a rebound following last week's drastic clean-out.

Wheat was up around 4 cents and cotton at one time gained \$2 a bale. Sterling exchange gained 12 cents and French francs were higher, all confirming the market's inflation inferences.

Nearly Half Way

Severe and disconcerting as was the slump of Saturday, the Dow-Jones averages did not break through the half-way point of the long advance, nor was the reaction as drastic as that of 18-20 in extent of loss and the summer setback turned out to be only a temporary interruption to the advance.

As far as the amusement group is concerned, the reaction of last week did not carry a single important theatre issue below its July low and the aggregate of points lost in the week's decline was not much more than half of that in July. In other words, the long-ignored amusements did better than the general market, for a very large number of pivot industrials penetrated the bottom of the summer crash, notably Steel.

There is no accepted average in (Continued on page 31)

Montgomery in 'Rip Tide' As MG Shelves 'Mystery'

Hollywood, Oct. 23. 'Mystery of the Dead Police' has been put over at Metro in order that Robert Montgomery can have lead with Norma Shearer in 'Rip Tide'. 'Latter will be Irving Thalberg's first since his return from Europe. Edmund Goulding will direct it.

Walton Tours for Books

Hollywood, Oct. 23. Holmes C. Walton is en route to N. Y. to obtain plays and books for handling by Bren & Orsatti agency. After six weeks in the east, Walton goes to London to tie up more material.

COAST LABOR TERMED IA'S 'ORPHANS'

Hollywood, Oct. 23. The IATSE coast studio cameramen, sound men, lab. workers, studio mechanics and film editor locals are virtually orphans of the international organization and can expect little support from the main body, according to Howard Hurd, business rep. of the International Photographers Local 659. Speech came at a mass meeting of his organization Sunday night (22) which ran into the early hours of Monday morning.

Without going into detail Hurd declared that his efforts to restrict working hours of cameramen under the industry code, and obtain a clause for replacement of men on pictures after they had worked a specified number of hours weekly, had been blocked by the New York Cameramen's union, with the latter backed in its stand by the international head, William Elliott.

Hurd's attempt to get a replacement of the cameramen clause into the code was primarily to force the layoff of the 50 crankturners under long-term contract to the majors, most of whom had deserted the union during the recent strike. Hurd, questioned on the status of the 50 contract men, gave no definite answer but stated that he did not believe they could be forced to lay off on company time or otherwise between production but could be steadily worked whenever required.

Feeling of freelance members present at the meeting was that the cameramen should have been asked to resign, but Alvin Wyckoff, president of the local, denied any such request had been made.

'Kingfish' Shelved

Hollywood, Oct. 23. Sen. Huey Long has been put into mothballs as far as filming his career is concerned. Warners have thrown his biopic 'Kingfish', way back on a high shelf because of too many headaches in getting a script that the voluble Louisianan would okay.

Trouble was that Huey, in a pliable mood, would assent to a free-and-easy version of his career and later withdraw his approval. Then the studio would have to dish up something tamer, only to have that rejected by Long.

William Rankin, on the story for six months, made several trips to New Orleans to square the intended production. Following his last good-will trip, he told the studio that everything was up and up.

Sue Carol's Cliffhanger

Hollywood, Oct. 23. With Sue Carol in the femme lead opposite Tim McCoy 'Straightaway', Lambert Hillyer yarn, went into work Monday (23) at Columbia. Among others in the cast are: William Bakewell and Ward Bond.



LILLIAN SHADE

Held over this week (October 18) Brooklyn Paramount. P.S.—With appreciation to Harry Romm and Jesse Kay.

HOW MORTIFYIN'

Cop Escorting Mgr. Held Up and His Car Stolen

Hollywood, Oct. 23. Brandishing machine-guns three bandits early Monday morning held up Max Trumtowner, assistant manager of the Fox Wilshire theatre and a police guard when on their way to a bank with \$2,700, three days' receipts. Took cash away from the copper, also keys of his car and drove away.

P. E. SUBSIDIES OKAYED ON PARTNERSHIP DEALS

A partnership arrangement over August Ga. houses in the Par chain, transfer of assets of the Tennessee Enterprises to a new corporation, transfer of Public-South Bend, Ind., property in consideration of a new lease and proposal to convey the capital stock of Lake-Lake, Fla., theatre property in satisfaction of a mortgage, were okayed for Public Enterprises trustees yesterday (Monday) before Referee Henry K. Davis.

The Augusta partnership proposes the sale by Augusta Enterprises, wholly-owned P. E. subsidiary, of 35% of the stock to Arthur Lucas and William K. Jenkins for \$25,000. Lucas and Jenkins have been Public operators for some time, Lucas having had an operating partnership with Public in August for about three years.

PE proposes organization of a separate corporation to purchase personal property and equipment from the trustee in bankruptcy of Tennessee Enterprises for \$5,500 and to acquire leases on theatres in Knoxville.

Company proposes another corporation to take a lease on the Palace, South Bend, Ind., and transfer by the trustee of all of its right, title and interest to the capital stock of Public Indiana Corp and Public-South Bend, Inc., under the plan.

A transfer of all trustee rights to personal property and equipment at the State, South Bend, to J. J. Kiser as trustee, in consideration of a new lease on that house to Public-South Bend, Inc., and withdrawal of claims filed against PE aggregating \$20,625, also okayed.

In the matter of the Par Lake-Lake, Fla., theatre, the Acme Theatre Corp., all stock of which is wholly owned by PE, conveys the theatre to the Volunteer State Life Insurance Co. in satisfaction of mortgage indebtedness of \$41,702 as of July 1 last.

Nov. 6 is the date for continued PE hearings.

Fox 'Strangers in Night' Shelved for Nov. Start

Hollywood, Oct. 23. Fox 'Strangers in the Night', sketched to get away this week with Kathel Angel, Victory Jory and Miriam Jordan in the cast and Irving Cummings directing, has been set back due to story trouble. Story probably will lay dormant until late next month. George O'Brien-Sally Eilers 'Hell to Horrah' will take its place on the sked.

Small Town House Up 600% Day As Coal Mine Strike Is Settled

Want to Laugh

Analysis of film money makers points to comedies and musicals as the big b.o. clickers of recent months. They don't seem to want heavy or sob stuff.

PAR FOUR-WAY OPERATING SET-UP

Theatre operating setup in Paramount, as it looks to be formulating for the control and operation of between 600 and 606 theatres, will be headed by a four-party combination, including Ralph A. Kohn, Austin C. Keough, Sam Dembow, Jr., and Frank Freeman.

Kohn, as v. p. of theatres, will be final authority on anything pertaining to the theatres, while Keough as legal head, probably in the capacity of secretary, which has been his function up to now in Public and allied theatre corporations.

Dembow would fit in as second man to Kohn in charge of operating, management and other features, while Freeman is on real estate. Latter has placed the majority of the theatres on a percentage rent basis. He has just moved into the Kohn theatre floor from reorganization headquarters.

In addition to the four-way setup on theatres, the theatre department takes in George Walsh, as operator under Dembow of the upstate New York group of theatres, stage and music department headed by Boris Morros, the insurance division and film booking—servicing as headed by Leon Netter and Louis Notarius for Dembow.

Mono Exchangemen Meet In Ohio to Talk Budget

Hollywood, Oct. 23. In a drive to increase production budgets on Monogram pix, Trem Carr, production head, has called a meeting of Mono franchise holders Wednesday (25) at the Statler in Cleveland.

Carr will propose to the exchange operators an immediate increase of production costs. If the plan is okayed, Mono men will jump a notch in competition with majors.

Carr left Thursday (19) for Cleveland, planning to pick up Floyd St. John and J. T. Sheffield, franchise holders, at Ogden, Colo.

Wyler's Respite

Los Angeles. Necessity of shooting courtroom scenes for 'Counselor-at-Law' at Universal was considered sufficient reason by Municipal court for the indefinite postponement of William Wyler's trial on charge of sidestepping \$1,800 in agency fees assertedly due on his current megging job.

Complaint was brought by Samuel Robinson on assignment from S. K. Wisenthal, who claims he got the megger his \$1,000-per-week assignment at Universal. Wyler's answer is that Wisenthal was not licensed as an agent at the time of the alleged pact.

HELPS RAFT TOSS BULL

Hollywood, Oct. 23. Paramount is importing Jose Ortiz, top-notch bull fighter from Mexico, to show George Raft how to toss the bull in 'Trumpet Blows'. Tame bulls will be used in the sequences.

Pittsburgh, Oct. 23. With the cessation of hostilities in industrial strike zone and return of thousands of coal miners and steel men to work last week, trade has improved more than 100% in territory immediately surrounding Pittsburgh.

In one town, Ambridge, day after strike came to an end, business at a single house jumped 600% over previous day's take and with picture of just average draw. Mining and steel contractors all around Pittsburgh, including Stubeville, Monessen, Ambridge, Weirton and Clairton, were given a terrific jolt by the walkout, with business falling off almost nothing.

Helped Generally

Improvement started the day papers announced peace overtures had been made, and was extended even to Pittsburgh proper, where week-end influx for several weeks had been conspicuous by its absence. Film exhibitors were approached with ably improved takings to all of the downtown sites as against a noticeable decrease previous week-end for duration of strike.

'NIGHT FLIGHT' BALLY OUT, TOO DANGEROUS

Metro has vetoed that notion of financing a long distance airplane record attempt between New York and Buenos Aires. Decided it was too dangerous.

Idea was to finance such a flight in a plane named 'Night Flight' as exploitation for that film. Several name aviators were approached to do the flying but Metro finally decided it might be reverse publicity if the plane happened to crash.

Ernest Pagano Tops New Educational Yarn Dept.

Hollywood, Oct. 23. Before leaving for the east Saturday (21), E. W. Hammons, head of Educational, made plans for the establishment of a story department with Ernest Pagano as director. Hammons ordered the discontinuance of building gas yarns and instituted the system of buying comedy plots.

With their production of two-reel comedies running from slapstick to sophisticated comedy, Hammons feels the half-dozen gag men employed by the company are unable to provide proper material and that the purchase of regular stories is the best plan.

Cantor at \$1.50, L.A.

Los Angeles. 'Roman Scandals' (Eddie Cantor) will follow 'Tim No Angel' into Grauman's Chinese. Probably about Thanksgiving week.

U Dubs Three for France

Hollywood, Oct. 23. Universal has three pictures synchronized for the French market. They are 'O. S. Iceberg', 'Congo and Kellys in Trouble' and 'Riders of Death Valley', a Tom Mix western.

Dubbing was done by Moe Sackin's Stellar company in Paris.

HART'S CENSORIAL O. O.

Vincent Hart will remain on the coast about three weeks looking into the censor situation for the Hays' organization, on his first trip out there in more than two years.

Sundays in West Va.

Piedmont, W. Va., Oct. 23. Mayor and commissioners of West Virginia, village of here, approved ordinance to permit pictures on Sundays between 2 and 6 in the afternoon and 9 and 11:30 at night. That's the usual plan for Sunday movies in West Virginia, hours being designed not to conflict with churches.

FILM CODE 90% SIGNED

WB Ties with Clothes Biz Shops To Dupe Orry-Kelly Dress Models

Hollywood, Oct. 23. Warners has made a commercial tieup with Studio Styles, Inc., subsidiary of Bender Hamburger, Inc., of New York, for to manufacture and market moderate price ready-to-wear copies of gowns, dresses, coats, etc., used by Warner players in pictures of that company. Clothing firm will have the privilege of selecting the outstanding models designed by Warner fashion designer, Orry-Kelly, each month for the duplicating process.

Setup provides for franchising one store in each city to market the line exclusively, with the store agreeing to wholesale co-operation with local theatres playing the Warner product for two-way plug of both the pictures and the dresses.

Exploitation, Too. In disposing of retail franchises, clothing firm says the deal presents an opportunity to the merchant for unusual exploitation through special tieups and special stunts with theatres showing WB pictures.

The large group of Warner starring and featured with the 50 to 60 pictures released annually by Warners, is a selling force for retailers in pushing the line.

Company will deliver copies of clothing worn by Kay Francis, Ruth Chatterton, Bette Davis, Joan Blondell, Barbara Stanwyck, Ruby Keeler, Ann Dvorak, Aline McMahon, Helen Vinson and Glenda Farrell, and others.

Harvard Prof. Points Way Out for Indies on 'Right to Buy' Duals

Washington, Oct. 23. Diminishing hopes of independent insurgents that the picture code might be rejected for failure to treat the perplexing 'right to buy' and double feature issues were about killed last week with the endorsement for Deputy Administrator Sol A. Rosenblatt's formula for settling trade disputes.

Establishment of grievance boards and provision for investigation of complaints drew commendation from Prof. H. H. Thurbly of Harvard, Rosenblatt's special advisor on research and industrial planning and N.R.A. consultant whose opinion coincides with that of the Deputy Administrator relative to the impossibility of settling these volatile issues through iron-clad code provisions.

One of the chief bases for argument by independent exhibitors has been the fact that Rosenblatt dodged every highly controversial trade-practice issue by passing the buck to some type of mediation agency. Now this idea has been termed by Thurbly a desirable way out of the middle which complicated code negotiations and for years has been the cause of acrimonious fights within the industry.

Delighted by this support for his point of view, Rosenblatt announced that a few additional changes might be made as the outcome of continued conferences with various members of the insurgent exhibitor faction, but on the whole the indie crowd had no more reason to hope that the determined N.R.A. lieutenant will abandon his stand than some weeks back when they bolted his discussions.

PELTON'S HURRY TRIP

Hollywood, Oct. 23. Fred Pelton, Metro studio manager, left suddenly for New York Saturday (21). Trip's for purpose of attending conferences concerning studio section of labor in the picture code.

Alibing Ad Men

Those big bad picture ads! Even though the code's around the corner the layout thing is a problem. The code is designed for employers. If they permit allegedly salacious copy to get through, then it bears their sanction. The press agent is just one of the more humble employees under the code; in fact, he doesn't rate with the NRA alongside of the carpenter and extra who are mentioned.

JUSTICE DEPT. CONSULTED ON FILM CODE

Washington, Oct. 23. Entry of the Justice Department into the factional warfare characterizing perfection of a film code mystified and aroused the few remaining motion picture leaders here last week.

Following extremely unusual procedure, Deputy Administrator Sol A. Rosenblatt took the NRA revised compact to Attorney General Cummings' bailiwick for a "very pleasant conversation" with individuals whose interest seldom reaches beyond the anti-trust laws, and then refused to reveal the motive for his jaunt.

Charges fired by independent exhibitors that the Hays-dominated code will continue monopolistic control of the entire industry and crush small enterprises are reliably reported to have caused Rosenblatt to decide upon this startling routine. Ordinarily legal controversies encountered in drafting codes are passed on to the N.R.A.'s own legal staff, with the Justice Department remaining more or less aloof.

The film salary tangle has involved Attorney General Cummings but most of the relations between the NRA and the Justice Department have been with the anti-trust division, the inference being that Rosenblatt wishes to make certain the code can withstand any possible court attacks before passing the vast document to his bosses, Brig. Gen. Hugh S. Johnson and President Roosevelt.

Indies' Squawks

Independents, through Allied, have filled the air with complaints that the code, as revised and re-revised by Rosenblatt, fails to correct abuses which have torn the industry for years and perpetuates monopolistic control by the MPPDA element. These criticisms appeared to merit slight consideration from Rosenblatt when first broadcast through press statements and written protests to the NRA, but because Allied declines to sit back and take it, the code-sponsoring agency feels it must make certain of the ground over which it is passing.

Another reason for apprehension is reported to be the skepticism with which the NRA consumer advisory board regards the code and its failure to condemn master contracts used by major producers and exhibitors to shut out independent exhibitors. What Rosenblatt glibly asserts no hint of such a reaction has reached him from the consumer board's sanctum, persistent reports are heard that this sub-division of the NRA is quite startled that this trade practice has not come in for attention.

Before stating 'We had a very pleasant conversation about a good many things', Rosenblatt declined to disclose the nature of his talks with anti-trust prosecutors and would not say at whose instance the conference was arranged.

PRES. MAY SIGN IT END OF WEEK

MPTOA, Representing Some 3,000 Theatres, Also Formally Signed—Fourth Revision Will Be the Final Document, but No Further Industry Palaver—Signatures Reported in Escrow—Effective Within 10 Days After Signing

MERE FORMALITIES

President Roosevelt, according to industry officials Monday, has indicated he will sign the film code before the end of this week. At the same time it is privately but officially stated fully 90% of filmdom, reckoned on capital invested, has approved the code in writing. Signatures of Hays producers and distributors, as well as affiliated theatres, are now reported reposing in escrow with the NRA.

The Motion Picture Theatre Owners of America through its president, Ed Kuykendall, has turned in the written approval of at least 3,000 theatres. Later, it was reported in major picture and theatre circles has also endorsed the principles of code-dom.

General Hugh S. Johnson has had the code under advisement for the past week and his work of collaborating with his deputy, Sol A. Rosenblatt, will be complete as soon as Rosenblatt finishes his report and the fourth revision of the code. It was stated Monday that Rosenblatt completed this work over the week end and that Johnson's approval of the draft and its immediate submission to the President are now mere formalities.

A misimpression in some trade quarters is that this fourth revision will be turned over to the industry for further analysis. According to New York executives in touch with all of the formula developments through the past week the fourth and final form represents the formal stage in which the document will be presented at the White House. It contains few changes, according to last minute information in New York, except a brushing up of language, final clarification and minimizing of ambiguous meanings.

Within 10 days after the Presidential ink has dried the code will become effective. Industry parties who fail to sign the formula within 45 days after then will be deprived of all right to submit complaints to the committee set-up, which means they will be virtually deprived of industry citizenship during the life of the code.

The industry's entrance into code-dom means it is definitely under Federal regulation for the life of the NRA. To what extent the Gov-

(Continued on page 59)

The Code Last Nite

Washington, Oct. 23. Late code developments up until tonight were:

- (1) Deputy Administrator Sol A. Rosenblatt spent two hours in the White House this afternoon conferring on the code.
- (2) Tonight Rosenblatt refused to comment, but Donald R. Richberg, counsel for the NRA, said exhibitors will probably be included in the President's executive order. This provides that employers with less than five on their payrolls and located in towns of 2,500 and under, will be exempt from all codes.
- (3) The NRA today referred to the Department of Justice claims of exhibitors in Newark and Cleveland that they did not authorize use of their signatures protesting against the code. Such charges are specifically against Allied Exhibitors.

Rosenblatt and Johnson Differ Over Film Salary Control Board; NRA Without Power, Sez the Gen.

Washington, Oct. 23. The vexatious question of picture salaries and what to do about unreasonable compensation will become President Roosevelt's baby in a short time.

Conflicting opinions divide the National Recovery Administration in its attempt to carry out White House 'suggestions' that steps be taken to limit the public salaries and fabulous bonuses, and presumably this can be disposed of only by the occupant of the White House.

Principal dispute relates to the legality of the particular clause hit upon for satisfactory public demand for prunty of Hollywood salaries, with Deputy Administrator Sol A. Rosenblatt and Chief Administrator Hugh S. Johnson taking opposite sides of this debate and the NRA legal staff split by the issue.

Rosenblatt, who in the past two months has thought, talked and worked on little else than motion pictures, says the idea of empowering the code authority to penalize employers who pay 'unreasonably excessive' salaries is consistent with limitations in the Recovery Act. Gen. Johnson, whose word carries more weight, but who has been too occupied with more

pressing problems to rive more than casual attention to film squabbles, says he thinks it isn't.

The legal division is of little help in reconciling these points of view. Johnson disclosed last week that he has received contradictory opinions from various of his legal counselors, and Boss Lawyer Donald R. Richberg seems reluctant to commit himself on the proposition. According to Rosenblatt, the matter has been talked over with Richberg, but the particular stumbling block has not been hurdled by anybody.

The question resolves into an argument as to whether the formula in the Rosenblatt amendment contravenes provisions of the law which prohibit any attempts to classify employees according to the nature of their jobs in such a way as to fix a maximum as well as a minimum salary.

Counsel for producers, who are principal sponsors of this clause, are confident the provision does not classify actors or directors or executives in such a way as to establish a maximum limit on their compensation. Johnson, in an off-hand manner, says he thinks this idea is incompatible with the law.

Stream of Wires

Meanwhile steady streams of messages endorsing and condemning both the idea of scaling down salaries and the means suggested for reaching this goal flood the NRA. Johnson says anguished protests from Hollywood are arriving in a 'constant stream, while Rosenblatt reports that a good number of messages are coming into his quarters from stockholders who see in the salary-investigation provision a chance for resumption of dividend payments.

With Johnson and Rosenblatt at odds, the logical development is for the code, as prepared by the Deputy Administrator, to be passed along to the President unchanged but accompanied by a report from the NRA chieftain to the effect that the legality of this clause is in dispute. Judging from his casual remarks, Johnson is in agreement with the idea of outlawing unjustifiable salaries and bonuses but is cautious about taking steps which might not only be condemned by Federal courts which might stimulate cries of 'communism' from reactionary critics of the whole Recovery movement.

On such important issues, the precedent to be followed consists of letting the President decide. This buck-passing routine was adopted in an effort to terminate bickering over the iron and steel code, the vivid get round obstacles in the way of the coal code, and used to settle disputes over the retail trade code. The film salary question by now has assumed as much importance as the disputes to these other cases and consequently the President must decide this issue.

Denying that he has seen any of the screams from Hollywood, Rosenblatt took occasion to express his opinion that much of the apprehension over the salary provision results from misunderstanding of the code. The Deputy Administrator emphatically denied the salary amendment would have the effect of establishing a 'salary board' and with equal vehemence asserted such an agency was not contemplated.

'The clause provides that employers shall be held responsible for paying excessive salaries,' Rosenblatt averred. 'It doesn't say a word about employees. The employer is the one who will be penalized.'

Questioned at length, Rosenblatt termed a 'fair inference' statements that he conscientiously administered the clause probably would lead to such caution on the part of employers that salary scales would be lowered noticeably, but would not agree that in this sense the code authority would become a 'salary board.'

Film Producers Peeved at Those Fines for \$10,000

Hollywood, Oct. 23. Producers are showing opposition to the clause in the proposed NRA code which would make them amenable to a \$10,000 fine if found guilty by the pact authority for paying excessive salaries.

Most of the howls are coming from this end—the end where the fines would be assessed.

As one producer said, 'The \$10,000 wouldn't mean much if it represented the getting of a player who could add materially to the company's income, but it would put us in the doghouse with our stockholders and holds us liable to litigation and other actions under which we could be charged with mismanagement.'

LEGIT CODE AS GUIDE FOR FILM INDUSTRY

The Government's failure to complete the code authority, and the over-zealousness of its body in imposing penalties without consulting the Government, are blamed by film executives for the first failure of the legitimate code to function.

The picture business therefore regards this situation in the legitimate formula as establishing no precedent or criterion for what may follow during the early stages of the picture code.

Coast Meggers Secretly Organize Their Guild

Hollywood, Oct. 23. Several of the group of 30 to 40 screen-directors-interested-in-forming an organization of their own held undercover meetings last week with representatives of the Actors' and Screen Writers' Guild with which the meggers will be affiliated. More confabs are expected this week. Formers of the new guild are drawing up tentative contracts and by-laws based on those now in effect in the other two groups.

Biz 30% Off in L.A., 'Angel' Clicks Again for \$23,000, 'Millions,' 'Broadway' Slow

Los Angeles. Hot weather, outdoor events and approach of Charly drives appeared to keep the local spenders away from the first-run houses this week. Trade about 30% off throughout the state, according to week end reports, with one or the other of these alibis used as the reason.

Chinese with Mae West in 'I'm No Angel' was on the top rung for take again, running to around \$23,000 against a \$28,000 for the first stanza.

Neither the Paramount with 'Saturday's Millions,' first of the footballers, or State with 'Broadway to Hollywood,' had unusual business, with the gross of course judged by fact that 40% scale replaced the 55c to compete with United Artists, where 'The Bowery' will tag better than \$14,000 on its second week. That is miraculous for this house, which has been in what they described a 'no trespass' area so far as amusement seekers are concerned.

Warners' Downtown and Hollywood have had no nuts to crack with 'Ever in My Heart,' which appears to be a bust. Possibly title had plenty to do with that.

Los Angeles went into single features with 'Sweetheart of Sigma Chi' and six acts vaude on Saturday, and is headed for an easy \$6,000 week, biggest in the city. Criterion after eight weeks of 'Masquerader' now has 'The Stranger's Return,' which will possibly get around \$4,000. 'Ann Vickers' got off to good start at the RKO and may go into second week.

State tonight (Mon.) and Wednesday 'New Moon' play with Laurence Tibbett and Grace Moore, as opposites to duo with opera company at Shrine Auditorium.

Estimates for This Week
Chinese (Grauman) (2,928; 55-1.55) 'I'm No Angel' (WB) stage show (2nd week). For second week sailing along at crisp gait with nights selling out. Hit around \$25,000. First week hit over the \$28,000 mark.

Criterion (Tally) (1,600; 25-55) 'The Stranger's Return' (M-G) and stage show (1st week). Rather unsteady play. Will do around \$2,500. Last week, eighth and final 'Masquerader' (UA) milked out pretty well at \$2,200.

Downtown (WB) (1,800; 25-70) 'Ever in My Heart' (WB) and vaudeville. Went to pieces over weekend and only \$5,000. Last week 'Wild Boy of the Road' (WB) was okay at \$9,100.

Hollywood (WB) (2,756; 25-65) 'Ever in My Heart' (WB) and vaudeville. Paramount timing gait but may come home with around \$7,000, okay. Last week 'Wild Boy of the Road' (WB) came home to little short of \$6,800, which is not good.

Los Angeles (Wm. Fox) (2,800; 15-35) 'Sweetheart of Sigma Chi' (WB) and vaudeville. Off to great start on new picture at \$5,000, which is profit. Last week 'This Thing Called Love' (RKO) and 'Jack O'Lantern' (FD) not hot at all, came home with \$3,000.

Orpheum (Bway) (2,270; 25-35) 'Secrets of the Blue Room' (U) and 'The Last Trail' (Fox) and vaude. With plenty show up opposition and nothing strong in screen fare it is battle, so \$4,200 the answer. Last week 'Charlie Chan's Greatest Case' (Fox) and 'The Kickoff' (Prin) just set so at \$4,400 and no profit.

Paramount (Partmar) (3,595; 25-40) 'Saturday's Millions' (Par) and stage show. Paramount timing gait will beat preceding week \$13,000. Last week 'Tillie and Gus' (Par) and Rubinoff on stage very poor in getting \$12,200, which is not good.

RKO (2,950; 25-40) 'Ann Vickers' (RKO). With good campaign started off nicely and should hit around the \$9,000 mark. Last week, third and final 'Lady for a Day' (Col) very big for period of run showing house profit a plenty at \$5,800.

State (Loew-Fox) (3,024; 25-40) 'Broadway to Hollywood' (MG) and stage show. Not off to bang expected, and may come in with around \$12,000. Last week 'My Waters' (Fox) had hard struggle to hit \$11,000.

United Artists (Grauman) (2,100; 25-55) 'The Bowery' (20th Century) and stage show (2nd week). For second week many holdout trade still heavy and looks like an easy \$14,000. First week came home with a healthy \$17,700.

Bernie Plus '1st Mate' Sends Pal, Col., to 124G

Columbus, Oct. 23. For the second time in two weeks the good old Palace leads the money ranks, and this week is even getting more per head than any other theatre in town. While in person is the reason. Plenty standees with about the same money Mae West got last week at the lower admission fee. Jump is from 30c matinees to 45c and all night seats at 45c. Instead of 30 and 44.

Grand also playing to the crowds this week with 'Footlight Parade' rolling strong from the opening gun. Return of Bill Dalton to the Grand's console also helping the draw. Others none too forte, with Ohio leading the pace.

Estimates for This Week
Palace (RKO) (3,074; 30-40) 'Ever in My Heart' (WB) and stage show. Look good for \$12,500. Last week 'I'm No Angel' (Par) off at close but plenty strong \$14,300, with holdover this week by moving it to the RKO, Majestic for another seven days.

Ohio (Loew-UA) (3,000; 25-40) 'Night Flight' (MG) and return of 'Three Little Pigs,' which hogs all the public of Dalton to the Grand's. Last week 'Torch Singer' (Par) not so hot, \$4,400.

Broad (Loew-UA) (2,500; 25-40) 'Golden Harvest' (UA). No excitement, happy to see the picture. Last week 'The Bowery' (UA) off at close and took only \$8,000, still better than good, however.

Majestic (RKO) (1,100; 25-40) 'I'm No Angel' (Par). Here after week at Palace and with prices bumped should cover the ground. Very well and garner mightly decent \$8,000. Last week 'Shanghai Madness' (RKO) not so hot at \$2,200.

Grand (Neth) (1,100; 25-40) 'Footlight Parade' (WB). Mighty strong \$7,500 or a bit more. Last week 'Ever in My Heart' (WB) weak \$2,400.

Minneapolis, Oct. 23.

Gala week for loss grosses, due to two big outstanding stage shows, and the fact of such strong opposition in a town that almost has grown accustomed to going along for the most part sans any of this type of entertainment in its picture houses. Good as opposition to each other, the two are giving the State and Orpheum their best week by far in more than a year. In this instance the rival shows are actually appearing to be doing the opposite, attracting to the loo thousands to see both.

It looks like total loo takings in excess of \$45,000 for the current seven days, as compared with a recent average of around \$22,000, or a 100% jump. Monopolizing practically all the attention, the State and Orpheum will account for the major portion of the \$45,000. Pictures don't count at all this week. They're completely crowded out of the spotlight. The picture plugging is carried by the two theatres' screen offerings, are good enough entertainment, but the ads and publicity hardly mention them.

As from this pair, the line-up includes 'Power and the Glory' and 'Golden Harvest' at the Century and 'Lyric' respect. Both are helpless in face of such strong opposition and find themselves virtually neglected.

Of the two stage shows, the State's 'Crazy Quilt,' by reason of the unprecedented notoriety and first newspaper publicity it garnered here following the banning of the legit road show production two years ago, has the edge over 'Strike Me Pink.' No attraction ever had the gratis plugging garnered by 'Crazy Quilt.' For weeks the newspapers were filled with stories in connection with former Mayor Anderson's drastic action in prohibiting it from playing here at the eleventh hour and before it opened.

This is the Century's farewell week, the second ace Publick house, seating 1,600, goes dark indeed Wednesday, Friday before the reopening of the 4,200-seat Minnesota with 'I'm No Angel' under a straight picture policy.

West in 2d Wk. at \$35,000 Smothering All B'klyn

Brooklyn, Oct. 23. Folks are still flocking to the Paramount for Mae West in 'I'm No Angel,' now in its second week. House should do in vicinity of \$35,000.

Other houses in downtown sector have okay flicker attractions, but Par competition is too much for them.

Estimates for This Week
Paramount (4,000; 25-35-55-65) 'I'm No Angel' (Par). Another stage with Lillian Shade. Second week for the flicker and looks like an easy \$35,000, possible more. Last week phenomenon business, almost \$48,200.

Fox (4,000; 25-35-50) 'Saturday's Millions' (Fox) and stage show headed by Mary McCormack. Midway billed as the 'Princess of Song.' Nothing exciting at \$10,500. Last week 'Charlie Chan' (Fox) did \$11,000, satisfactory.

Albee (2,000; 25-35-50) 'Henry the 8th' (RKO) and vaude. Good flicker should produce at \$20,000, okay. Last week 'Doctor Bull' (Fox) did \$18,000.

Loew's Metropolitan (2,400; 25-35-50) 'Bombshell' (MG) and vaude. So-so \$17,000. Last week, 'Night Flight' (MG) did \$20,000, okay.

Strand (2,000; 25-35-50) 'Ever in My Heart' (WB) Stanwyck in this one, only about \$9,000. Last week 'I Loved a Woman' (WB) got \$11,000.

FOOTLIGHT' HEADING BALTO PARADE, \$16,000

Baltimore, Oct. 23. With a definite chill in the air, the cold wind at 8:00 a.m. was merely enough through b. windows to stave off any impending wolves and keep crimson off the ledgers. The big noise, and early evidence, was 'Footlight Parade' and the swanky Stanley, and this flick will dance happily along on its flashing toes to grin-inducing \$16,000.

The Hipp, with 'Age of Strife' and Milton Berle back for his third visit to local rostrums in eight months, will take things easy for good \$15,000. Berle, as figured, is exerting a very decided draw in this instance for the kid has built himself a following in this burg.

The Century may prove a weak sister to the bubbling Stanley, for Billy Beale's 'Hipp' just stepped ahead of Nick Lucas in drafting 'em.

(Continued on page 62)

'Quilt,' 'Pink' Tabs Smother Mpls.

\$18,000 and \$17,000 Respec—Town Average Up to 45G from 22G

Minneapolis, Oct. 23.

State (Publick) (4,200; 55) 'Solitaire Man' (MG) and 'Crazy Quilt' on stage. Pictures reel. Liked here it has had tons of free publicity due to having been banned by a previous mayor. Looks like tremendous \$18,000. Last week 'Too Much Harmony' (Par) slipped after good opening and finished to \$3,200, fair.

Orpheum (Singer) (2,890; 55) 'Age of Strife' (WB) and 'Strike Me Pink' on stage show. Stage show a high-powered puller; may reach a sensational \$17,000. Last week 'Savage Gold' (Auten) and 'My Woman' (Col) \$2,700, poor.

Century (Publick) (1,600; 40) 'Power and the Glory' (Fox). Strong picture, but smothered by stage show opposition at two big rival houses. Final week for this house which goes dark when Minneapolis becomes re-lit, maybe \$3,500, light. Last week 'Broadway to Hollywood' (MG), \$3,600, o.k.

World (Stettes) (300; 50-75) 'F. P. P.' (Fox). Too much stage show opposition at two big rival houses. Final week for this house which goes dark when Minneapolis becomes re-lit, maybe \$3,500, light. Last week 'Broadway to Hollywood' (MG), \$3,600, o.k.

Paddy (Fox) (1,200; 35) 'Indecent' (Fox). Around \$2,800 padded, fair. Last week 'Song of Songs' (Par) and 'Three Corners Moon' (Par), split, \$2,500, fair.

Uptown (Publick) (1,200; 35) 'Indecent' (Fox). Around \$2,800 padded, fair. Last week 'Song of Songs' (Par) and 'Three Corners Moon' (Par), split, \$2,500, fair.

Grand (Publick) (1,100; 25) 'Saturday's Millions' (U). To run, and 'Another Language' (MG) second-run, split. On way to \$10,000, fair. Last week 'Goodbye Again' (FN), first-run, and 'Hold Your Man' (MG), second-run, split, \$10,000, light.

Aster (Publick) (900; 25) 'Her First Mate' (U), 'Man Who Dared' (Fox) and 'Her Bodyguard' (Par), split, second-run. Should hit \$800, light. Second week 'Mary Stevens' (WB), 'Arizona to Broadway' (Fox) and 'Baby Face' (WB), split, second-runs, \$800, fair.

'Angel,' 'Flight,' \$54,000, S.F.

Other 7 First Runs Must Cut Up Remaining 50 G's from Buyers

\$16,000 for 'Flight' Is Buffalo's Best Figure

Buffalo, Oct. 23. All's quiet on Buffalo's first-run front, a little too quiet for some of the Mike Shea houses but not bad at the Buff and fair enough for the indie Lafayette.

Shea's Buff will be in the money at \$16,000 or a little over on 'Night Flight,' but at the Hipp, Century and Great Lakes, his other theatres, the going is slow. Great Lakes was in very bad shape last week at \$7,600 and will be better currently at \$11,000 or so, but not what house should be getting with vaude.

Buffalo (Shea) (3,600; 30-40-55) 'Night Flight' (MG) and stage show. Week augurs about \$16,000, with chance to building a little beyond, okay enough. Last week 'My Weakness' (Fox) was weaker than hoped for at \$14,300.

Hipp (Shea) (2,400; 25-40), 'The Bowery' (UA) (2d week). May tag \$8,000 but doubtful, fair. Last week first for picture, a nice \$13,200.

Great Lakes (Shea) (3,400; 25-40), 'Ever in My Heart' (WB) and vaude. Deserves to do better under its vaude policy but has to depend a lot on pictures and this one not drafty for more than about \$11,000, mild. Last week 'Colden Harvest' (Par) only \$7,600, very bad.

Century (Shea) (3,400; 25), 'I Loved a Woman' (WB). Lucky that this Robinson drags in better than \$6,000. Last week 'Captured' (WB) only \$5,100.

Footlight (Ind) (3,400; 25), 'SOS Iceberg' (Ind). Moving along steadily, should better \$6,500. Last week 'Love, Honor and Oh, Baby' (U), nice trade, \$6,200.

'Angel' Hotcha \$27,000, Burns and Allen Aid

'Woman' to 13G, Cincy

Cincinnati, Oct. 23. Best week's biz of season for Downtown cinemas as a whole. 'I'm No Angel' fronting the pack and eclipsing 'Tugboat Annie,' previous top mark for Albee, by several grand.

'Night Flight' setting new high for Capitol since its reopening. 'In the Line of Duty' record. 'Angel' helped by three extra midnight shows, something never done before for a pic in Cincy.

Burns (Clen) are a strong pull for the Palace.

Estimates for This Week
Albee (RKO) (3,300; 35-44) 'I'm No Angel' (Par). Mae West has 'em coming for a take of \$27,000, smash. Last week 'The Bowery' (UA) \$13,700, good.

Palace (RKO) (2,600; 35-44) 'My Woman' (Col) and Burns and Allen topping five-act bill. The nitwits of the networks are the special draw for \$13,000, nice. Last week 'Turn of Mind' (WB) and 'Ben Bernie' 'n' his musketers the solo stage tenants swayed to a good \$14,800.

Lyric (RKO) (1,394; 34-44) 'The House of Wax' (WB) and 'Summerville-Pitts fans lining up for \$5,000, not bad. Last week 'Stage Mother' (MG), \$2,900, melancholy.

Capitol (RKO) (2,600; 35-44) 'Night Flight' (MG). Six star names fetching \$11,000, big, from the dramatic trade. Last week 'Henry 8th' (UA) \$7,000, favorable.

Keith's (Libson) (1,500; 30-40) 'Mornin' Glory' (WB) and 'William Powell and Vag. Dine's pop mystery tale assembling the sleuthminded to tune of \$5,000, normal. Last week 'Ever in My Heart' (WB) \$300, o.k.

Grand (RKO) (1,025; 25-30-35) 'The Bowery' (UA). In for first half following first week's showing at Albee, extending to a full week. Strength of 'Bowery' building to \$3,800, dandy. Last week 'Caddies Must Love' (U) and 'Flaming Gold' (RKO), split, \$1,400, near bottom.

Family (RKO) (1,000; 15-25) 'Man of Action' (Col); first run; 'Mornin' Glory' (WB) and 'Last for a Day' (Col) repeats, split. Current product array best this house has had for some weeks and admission charge reduced from 20-30, with all-time charge 10c for kiddies. Should get around \$1,100, mild. Last week 'War of the Ranges' (Mon.), a little, and 'Paddy's Corners' (Mon.), split, \$1,100, the usual of late.

Strand (Ind) (1,600; 25-35) 'Notorious But Nice' (Mon), and Dor-

San Francisco.

After last week's panic, when business sagged to the ankles, things look good again this week, although it's still a question of how long will such terrific competition last.

There plenty of potent pot around this week, but it all takes a back seat for Mae West, whose 'I'm No Angel' is colossal at the Palace. The house has taken it on the chin five weeks in a row, but is in the gravy now and looks to get an all-time attendance record. 'I'm No Angel' is getting an all-night showing Saturday, first time in Frisco history.

Fox-West Coast has another ringer in 'Night Flight' at the Warfield, along with a bang-up stage show pulling the dollars.

The Par and Warfield will get around \$4,000 between themselves, leaving some \$50,000 to be split among the remaining seven first-run downtowners, which gives some idea of the tough problem facing any theatre without an absolute smash.

That grand, though, is the greatest amount of dough to come into Market street boxoffices in a long, long time.

UA's roadshow of Paul Robeson in 'Emperor Jones' at the Columbia is finding the pickings tough. It is finding the pickings tough. It is finding the pickings tough. It is finding the pickings tough.

Orpheum has a good stage show and a picture, but the result is a smaller gross than the film deserves.

Embassy, too, is weak with 'Bombshell' moved over from Warfield, and tariff of 55 for an extended run film looks pretty steep alongside the remaining stage shows and pix at competing houses.

Golden Gate with 'Ann Vickers' and vaude at an average pace, though somewhat over past few weeks.

'Tillie and Gus' and 'Solitaire Man' okay for the St. Francis but not over average.

United Artists is holding over 'Bowery' for third week and still playing to plenty. New 40c price cuts down gross, however.

Fox just fair with 'Dance, Girl, Dance,' and Ted Florigo in fourth and final week, bowing out to give way to 10 acts of vaude.

National with 'The Captain Hitting it off neatly with 'Moonlight and Pretzels' and Jay Brower heading stage show.

Estimates for This Week

Columbia (Far-West) (1,700; 50-75-1.50) 'Emperor Jones' (UA). Nearly lost in the chaotic rush and \$8,000. Last week 'Emperor Jones' (UA) \$8,000, good.

Embassy (RKO) (1,400; 35-55) 'Bombshell' (MG) and stage show from the Warfield and very bad at \$3,000. Last week saw mere \$2,500 on 'Broadway to Hollywood' (MG).

Fox (2,000; 25-35) 'Dance, Girl, Dance' (Mono) and stage show with Ted Florigo, and Norman and Arlene Selby. About \$9,000, which is pretty poor, but better than last week's \$8,000 on 'Curtain at Eight' (Maj). Ten acts of vaude begin next week.

Golden Gate (RKO) (2,444; 30-40-65) 'Ann Vickers' (RKO) and vaude, with Culbertson short. Better than previous stanzas at \$11,000, while last week got \$10,500 with 'My Woman' (Col) and Georgia Minstrels on stage.

Orpheum (F&M) (2,400; 35-40) 'Deluge' (RKO) and stage show with George Glavin, June Purcell. Stage show \$5,000, built slightly, but \$10,000 on 'Curtain at Eight' looks like \$10,000.

'Saturday's Millions' (U) was \$3,000. Paramount (FWC) (3,700; 30-40-65) 'I'm No Angel' (Par). Mae West, \$10,000 with \$5,000. Last week record and a gross of around \$35,000, tops. Chevalier in 'Way to Love' (Par) disappointed last week with \$10,000.

St. Francis (FWC) (1,500; 25-40) 'Tillie and Gus' (Par) and 'Solitaire Man' (MG). About \$6,000, mild. 'Wild Boys' (FN) and 'Walls of Wax' (Fox) both weak with \$5,500.

United Artists (1,400; 25-35-50) 'Bowery' (UA) (3rd week). Okay at \$10,000, while deuce week got about \$10,000.

Warfield (FWC) (2,700; 35-55-65) 'Night Flight' (MG) and stage show with a punch. Flock of names show pic and clicking good for \$19,000. Last week's 'Bombshell' (MG) got less than \$18,000 below usual.

othy Byton revue the vode header. Opening card features \$3,000, tame. Last week 'Silk Express' (WB), and Roisman's Alhambra in five-act bill feature, \$2,500.

EXPERIENCE ANALYZE GROSSES

No Outsiders in Philly This Wk., Biz Average; Stanley Straight Pix

Philadelphia, Oct. 23. Not a real outsider among this week's array of pictures, although many cases average business should be reached.

The Fox, with Bill Robinson in a stage unit, first colored feature house has had in some time, make out okay, although the picture, "Rafter Romance," shapes up as no more than fair. Not over \$14,500.

The Stanley, with the last of its stage shows, (house returning to straight film policy), should have a \$18,000 week, and that's not enough for the theatre's high net. Chevalier's "Way to Love" is the film, me, dore notices; Amos and Andy, the stage headliners.

The Aldine is holding over "The Bowery," which did a swell first week, and maybe a third.

"Berkeley Square," town's only \$1 picture, with a two-day policy, will have a second week, starting next Monday, when "Dinner at Eight" starts its long-delayed engagement at the Chestnut at \$1.50 top. "Berkeley Square" should get around \$7,000 this week, with likelihood that a fourth will be enough, although it may be forced a couple more.

The Boyd, with "Ever in My Heart," will hardly get more than \$10,000, not so far. The Earle has "Saturday's Millions" and Al Wohlman and his "S.O. S. Iceberg," is getting plenty of extra plugging and exploiting. House has been floundering around \$7,000 and \$8,000 lately; anything above the latter figure would be considered a hit.

The Arcadia, which has been getting tough business breaks for a couple of weeks, has "Broadway to Hollywood," which is still being talked about by the reviewers who raved over its first run, but trade is not hot enough to indicate anything exciting. The Karlon will be lucky to stagger through its third week, "Beauty for Sale" and Keith's "The Power and the Glory," might get \$5,000.

Last week's biz was about as expected, and that is to say, spotty, but generally tending a little upward.

Sally Rand and her fans ran into the expected trouble with her authorities, but only the tab "News" gave it much space. However, the Earle jumped to \$16,000, about five grand better than the average. The picture, "Golden Harvest," hardly had much effect.

"The Bowery" did a swell first week at the Aldine. Manager claimed \$11,000, although the predicted \$9,000, but the latter figure would have been all to the good.

Stanley, on the other hand, disappointed considerably with exploitation of "Night Flight" and Morton Downey failing to quite hit the \$20,000 mark instead of the \$22,500 figured. Stanton got \$15,000 with "Stage Mother" also figured a little better than that and "Ann Vickers" at the Boyd got the expected \$11,000. Fox, too, was according to advance forecast, with \$15,000 for "Worst Woman in Paris" and average stage show.

Estimates for This Week

Aldine (1,200; 40-55-65), "The Bowery" (UA) (2d week). Should get a sturdy \$9,000 on strength of first week's \$11,000.

Arcadia (500; 25-40-50), "Broadway to Hollywood" (MG). Didn't start as well as it deserved, still, \$22,000 figured. Last week, (Par) hoped with \$900 in three days and "Horsefeathers" (Par) suddenly shoved in on only stayed two days and got about \$600.

Boyd (2,400; 40-55-65), "Ever My Heart" (WB). Doesn't look notable. Hardly over \$10,000 indicated. Last week "Ann Vickers" (RKO) got expected \$11,000.

Earle (2,000; 40-55-65), "Saturday's Millions" (U) and vaude. Al Wohlman heads stage acts. Not over \$11,500 figured. Last week "Golden Harvest" (Par) and vaude headlining. Sally Rand got sweet \$16,000.

Fox (3,000; 35-55-75), "Rafter Romance" (RKO) and vaude. Bill Robinson revue headlined; \$14,500 all that is promised. Last week "Worst Woman in Paris" (Fox) and stage show, \$15,000, no more than fair.

Karlon (1,000; 30-40-50), "Beauty for Sale" (MG). First run for a chance and this house doesn't generally do well with them; \$4,400 all

that is figured. Last week "Too Much Harmony" (Par), \$3,900, not quite what was hoped.

Keith's (2,000; 25-35-40), "Power and Glory" (Fox). Possibly \$5,000. Last week "Charlie Chan" (Fox) disappointed with \$3,500 and only played five days.

Locust (1,300; 55-11-65), "Berkeley Square" (Fox). Ought to get \$7,000 this week and it will stay at least for a fourth; \$8,000 last week was okay.

Stanley (3,700; 40-55-75), "Way to Love" (Par) and stage show. Amos and Andy headliners for last stage show house will have, \$18,000 indicated. Last week "Night Flight" (MG) and Morton Downey disappointed, only \$20,000.

Stanton (1,700; 30-40-55), "S.O.S. Iceberg" (U). Plenty of plugging and special ballyhoo. Hard to figure, may surprise and hit \$10,000, which is very big for house. "Stage Mother" (MG) only \$7,500 and figured for a grand more.

PARADE-MAL HALLETT PARADE TO 40G, HUB

Boston, Oct. 23. Keith Boston, with Barbara Stanwyck wowed 'em for spot's new all-time attendance record for woman draw, now followed by "The Boys in the Saddle" in a time general high for first three days and certain to bring plenty gravy.

Incidentally this spot is first to boot prices, topping at 65c. House fearful at first but through killed anxious moments, and margin of increase of admish should give spot new gross record.

Metropolitan isn't one whit behind the new pace of the week. "Footlight Parade" is filling house for gross display of prosperity.

Disappointment in Broadway Through a Keyhole, given record ballyhoo.

Estimates for This Week

Majestic (Shubert) (1,600; 55-165), "Dinner at Eight" (Boyd) (3d week). Biz slumping, matinee, but still good evenings; \$11,500 looked for, excellent considering. Last week \$14,000, splendid; first week \$16,700, catchy.

Keith's (RKO) (4,000; 25-35-50) "My Weakness" (Fox). Pleasing but n.s.h. on pull. The Jesse Crawford's getting plenty of plugging by half-hour organ program, and house announces they're indefinitely engaged, having demonstrated power to stage "The Power and the Glory" (Fox), plus return of "Three Little Girls" fine \$13,500.

Woston (RKO) (4,000; 35-50-45) "My Woman" (Col.) and White "Scandals" tab on stage. Stage the big item, with no help from pic. Spot is first to boot prices, lit. heard "The Power and the Glory" (Fox), plus return of "Three Little Girls" fine \$13,500.

Met (M & P) (4,330; 30-40-50-55) "The Bowery" (UA) and vaude, featuring Art Landry band. Combination should bring \$15,000. Last week "Stage Mother" (MG) and other nearby spots benefiting from overflow. Attendance probably won't be new record, though margin of admish jump may step gross to \$20,000, big. Barbara Stanwyck last week the draw and the talk of the town; on screen, "Charlie Chan" (Fox) \$21,500, and attendance a record one for foreign stars.

Orpheum (Loew) (3,000; 30-40-50) "The Bowery" (UA) and vaude, featuring Art Landry band. Combination should bring \$15,000. Last week "Stage Mother" (MG) and other nearby spots benefiting from overflow. Attendance probably won't be new record, though margin of admish jump may step gross to \$20,000, big. Barbara Stanwyck last week the draw and the talk of the town; on screen, "Charlie Chan" (Fox) \$21,500, and attendance a record one for foreign stars.

Met (M & P) (4,330; 30-40-50-55) "Footlight Parade" (WB). Smaah, house swings in extra shows; to \$20,000 is going. Last week "Stage Mother" (MG) and other nearby spots benefiting from overflow. Attendance probably won't be new record, though margin of admish jump may step gross to \$20,000, big. Barbara Stanwyck last week the draw and the talk of the town; on screen, "Charlie Chan" (Fox) \$21,500, and attendance a record one for foreign stars.

'VARIETY' USED TO CHART HI-LOW

Figures for Past Five Years Utilized by Goodbody & Co.—Statistical Wizards to Reduce Trends to Precise Mathematical Terms

9 WEEKS' WORK

Following the grosses, as published by "Variety" of 10 theatres in five key cities a group of statisticians offer conclusions for the industry's first factual basis of opinion that receipts have shrunk to at least 60% of what they were five years ago, and that admissions accordingly have scaled down from a high average 49 cents to a low average 31 cents.

High gross year, according to this limited compendium, was not '28, when the weekly receipts of the 10 representative theatres totaled around \$258,000, but in '29, when the same theatre group take averaged \$280,700 every seventh day.

By the same token 1929 witnessed a one cent decline in admissions. In '30, however, admissions fluctuated low to date from the perspective of the most in the entire five-year period, starting at 47 cents and hitting that year's low of 40. In '31 admissions ascended, reaching 40 only during March and maintaining an average of 42. In '32 they went from 42 to a low up until then of 37. For the first nine months of '33 just 47 cents has been top, with 32 for July, August and September, and with 31 cents, the all-time low, unofficially reported to have been reached during October.

This Year Lower

For the first nine months of '33 the average weekly take of the 10 houses used as gross testers runs to \$156,200, which indicates that this year, unless unforeseen circumstances develop, will hit the gross low to date from the perspective of these comparisons. Last year's average was \$192,000, while for '30 it was \$243,600, and \$222,400 in 1931.

Towns and their theatres so checked include Chicago, Los Angeles, Boston, Philadelphia and Minneapolis.

Figures for individual theatres show squallish conditions. Outstanding among these was the fact that in the period of the five years the Chicago Theatre hit its high and low months during the past nine months.

As strangely the State-Lake, Chicago, passed by banner years for its high month in February, 1931. The same month this year it reached its depression low. House has been dead several times in last two years.

Los Angeles conditions, however, proved more consistent. The State and Paramount (formerly the Metropolitan) both realized their highs during two different months in '29. And they went into their lows together at the tail end of '32.

Philadelphia was contrary to the times. The Stanley hit its high in '28 and its low in '33. Fox, on the other hand, reached its high in '30 and low in '32.

September Picked Up

In Boston, the State's biggest business during the past five years was reached in March, '32. Its sister, the Metropolitan, rang the bell both ways with the high coming in January, '30, and the big low last July. Orpheum, Minneapolis, struck its low twice during the past nine months, while it realized its top only once, and that during November of '28. In the same city the State touched top in October, '28, descending to its low last May.

In all but four of the 10 houses, however, the percentages for last September are higher by from one to 20% over last August.

It took a squad of Goodbody & Co. mathematicians nine weeks to chart the VARIETY figures on these 10 theatres, and it took a VARIETY reporter five hours to dope out the chart.

Mae West's \$75,000 Par Holdover, Harlow's \$52,000 at Cap Top B'way, Strand, Riv Continue Big, Rest NSH

Mae West is still New York's b.o. sweetheart. She has opposition in Jean Harlow, who has the same type of draw, but on her second week the Paramount is proving too strong a rival for the blonde.

Last week the West picture and "Henry 8th" were away out front; currently it's between the Par and Co. with the Hall not having a look-in.

"Aggie Appleby, Maker of Men" is proving one of the weakest attractions the elephantine Hall has ever had. It will be a surprise if getting with a slight of \$60,000. That will make the difference between last week with "Henry" and this week with "Appleby" more than \$40,000, after the \$101,000 of the Laughing picture grabbed.

West's "I'm No Angel" with its mighty grip, will do about \$75,000 after an exclamatory \$84,500 the first seven days. With its nut down around \$130,000, the Par has in the two weeks' runs into huge chunks of black at a little under \$100,000 net profit. Four weeks now appear a certainty.

Harlow and Lee Tracy in "Bombshell" at the Cap, with Ted Lewis on stage, looks \$52,000 or better; maybe a holdover, although "Meet the Baron" is penciled in.

"Bowery" and "Footlight Parade," each on a third week of their runs, are maintaining fine strength, the former by comparison doing a shade the better of the two. "Bowery" goes out Oct. 30 instead of staying another two weeks for a total of five, based on a pace that suggests \$28,000 or just under. "Broadway Through a Keyhole," one of the 20th Century-Zanuck productions, is slated for Nov. 1. "Footlight Parade" should last the same length; good at \$26,000 this, the third, week.

Of the balance of attractions, the best will be "Walls of Gold" at the old RKO, where money possibilities on the week point to \$30,000.

Runner-up appears to be the State, which exhibits "Night Flight," a name-studded attraction; okay at \$16,000 or so.

Rialto, Palace, Mayfair and RKO Roy are all moving slowly, but at \$3,500 "Headline Shooter" at the first mentioned house will be breaking even. This is the pace that the Rialto has stuck to for several weeks.

After a week eight days' take of \$7,500 on "Before Dawn," the Mayfair brings in a new one today, "Dance, Girls, Dance."

Pal has a week sister in "Wild Boys of Road" and may not find more than \$10,000 in the till at the end of the week.

A new premiere of "World Changes," with Paul Muni, occurs tomorrow night (Wednesday) at the WB Hollywood, which darkened "Dance, Girls, Dance" to prepare for this opening.

Gaiety bolted up the same night after a run of 5 1/2 weeks of "Berkeley Square." House reopened tomorrow night (Wednesday) at the WB Hollywood, which darkened "Dance, Girls, Dance" to prepare for this opening.

Estimates for This Week

Astor (1,012; 33-\$11.10-\$16.50-\$20), "Dinner at Eight" (MG) (9th week). Holds up well, with MG lending picture good advertising support and no other two-day opposition on the street now. "Eskimo" on list as next for house. It's been waiting some time.

Capitol (5,600; 35-72-83-\$11.10-\$16.50), "Bombshell" (MG) and stage show. Ted Lewis on stage with the Harlow-Tracy picture but more than \$50,000. "Bombshell" improves for a second week unless building. Last week, "Night Flight" (MG) was a long ways from meeting a hoped-for holdover, at \$26,000, low, on seven days.

Gaiety (803; -\$11.10-\$16.50), "Berkeley Square" (Fox). Closed a run of 5 1/2 weeks Sunday night (22) and goes over to the Music Hall Thursday (24). "Bombshell" picture got \$7,000 on the fifth week and \$3,000 for the final four days.

Hollywood (1,533; 25-35-55-75-\$5-\$11.10), "World Changes" (WB). Opens on a special premiere tomorrow (Wednesday). "Ever in My Heart" (WB) closed Sunday (22), failed to impress, \$8,700.

Paramount (2,554; 35-55-75)—"I'm No Angel" (Par) 2nd week and stage show. Mae West colossal on her second week, luring a mighty \$75,000. The first seven days was \$84,500 with the house packed to the doors and all free lists for first fortnight called off. Manager Bob Weltman, who did a neat job handling the unexpected large crowds and his aides are selling the picture swell.

Radio City (5,945; 35-55-75)—"Aggie Appleby" (Fox) and stage show. Small box office auction and not likely to reach \$60,000, possibly nearer \$55,000, poorest for house in long while. Last week "Henry 8th" (UA) an outstanding smash, \$101,000, just under the record of \$103,000 established by "Cavalcade" on a holiday week.

Rialto (2,000; 40-55-65)—"Headline Shooter" (RKO). Competition on street too strong but at \$3,500 keeps Rialto from losing money. Last week "My Woman" (Col) proved no better, hitting same figure.

Rivoli (2,200; 40-55-75-85)—"The Bowery" (UA) (3rd week). Still holding up stoutly, presaging \$28,000 or better currently. Last week (second) takings were \$39,800, big.

RKO Roy (3,525; 35-40-50), "Dr. Bull" (Fox) and "Charlie Chan" (Fox), split. Maybe \$11,500 on the week from these two, neither strong but "Charlie Chan" a little better. "Ann Vickers" (RKO), four days, and "Big Executive" (Par), poorer, \$9,800.

Roxy (6,200; 25-35-55), "Walls of Gold" (Fox) and stage show. Doing well with good \$30,000 indicated. "Saturday's Millions" (U) last week got \$26,000, okay.

State (2,900; 35-55-75), "Night Flight" (MG) and vaude. Has big names but not strong at the b.o. and probably not more than \$18,000 may be expected. Last week "Too Much Harmony" (Par) pulled 'em in for a fine \$20,000 week.

Strand (2,900; 35-55-75), "Footlight Parade" (WB) (3d week). At \$26,000 on third week holding up for extra week, and looks to remain at least two weeks longer. Second stretch of seven days was \$41,000, very good.

N.H. DOING A GREELEY, ALL GOING (MAE) WEST

New Haven, Oct. 23. Holdover week at Roger Sherman, with "Footlight Parade." Film holding up to satisfactory level.

Paramount, closed off stage booking for this week to bring in "I'm No Angel" a week ahead for index run. Two opening days, house true milkman's mats at 11 a. m. but still drew more publicity than customers. "Angel" has the call this week with other spots taking the overflow.

Estimates for This Week

Paramount (Public) (2,348; 35-50)—"I'm No Angel" (Par). Town doing a Greeley, as gone (Mae West) was \$10,000 in prospect. Last week, "Torch Singer" (Par) and "Golden Harvest" (Par), mild for \$6,700 on eight days. Although pulled a swell picture, "Harvest" got all the word-of-mouth boost.

Poll's (Poll) (3,040; 35-50) "Night Flight" (MG) and "Walls of Gold" (Fox). Only fair \$7,500 in view. Last week, "Bowery" (UA) added a grand \$2,000. Exploitation gags, drew sweet \$12,500.

Roger Sherman (WB) (2,200; 35-50)—"Footlight Parade" (WB) (2nd week). Looks set for fair \$4,800. "Bombshell" picture got \$7,000 on the fifth week and \$3,000 for the final four days.

Hollywood (1,533; 25-35-55-75-\$5-\$11.10), "World Changes" (WB). Opens on a special premiere tomorrow (Wednesday). "Ever in My Heart" (WB) closed Sunday (22), failed to impress, \$8,700.

Mayfair (2,200; 35-55-65), "Before Dawn" (RKO). "Lost last night (Monday) after a poor eight days

Ram Washes Out Loop Openings; 'Bombshell' Leading at \$50,000; Phil Baker Helps 'Ace' to 26G

Chicago, Oct. 23.

Product quality seems to be failing off. Or maybe that's just the psychological reaction to the slowly settling grosses: oth McVickers and Roosevelt are back to single week stands. Chicago acer is down to \$50,000, still a highly profitable range, but almost 20G under the tremendous marks set during the past three months in the height of the World's Fair.

Heavy rain on Friday night and all day Saturday cramped the pace for the openings, with the murky weather accounting for at least a \$25,000 box-office drop in the loop total.

Mae West flicker holding up in its third week, and certain to do \$25,000. Until recently 26G on an opening week was hotcha. Flicker should go to six weeks, but has never eaten into the possibilities of 'Bowers', which will have to be forced to stick three weeks.

'Bombshell' is the one sock picture of the loop and will hold the Chicago arena to the \$50,000 mark. Harlow and Tracy are getting self-competition from 'Dinner at Eight', a two-day, at least, but they are taking it easy on the price rates, emphasizing \$50, 75c, and \$1, with smaller mention for \$1.50.

'Saturday's Millions' is the first Universal picture to play B&K loop spots on a first-run in some time and is the first U flick on the new season's contract.

Richard Dix's 'Ace of Aces' is being sub-billed to the Phil Baker stage show at the Palace. Baker is practically a local boy, due to his radio programs, and is the bulk of the good trade currently.

Estimates for This Week
Chicago (B&K) (3,940; 25-45-75) 'Bombshell' (MG) and stage show. Mills Bros. heading the line. Picture getting excellent notices and reports which should keep the pace strong. House managers to get whatever Fair trade 'left' in the loop. Also continued publicity value resulting from Sally Rand's eight-week stay. Fanner comes back this week (27). Looks like maybe \$20,000, excellent. Last week 'Broadway to Hollywood' (MG) was held up by Fred Waring band on stage to fine \$50,400.

Mickler's (B&K) (2,284; 25-35) 'Stage Mother' (MG). Expect \$30,000 for this one, profitable. Alice Brady getting plenty of notice around this town, with many a situation in several flickers. Indicated gross means only one week. 'Too Much Harmony' (Par) closed its fortnight to good \$6,000 for final week.

Oriental (B&K) (3,200; 30-40-50) 'I'm No Angel' (Par) (3d week). After tremendous opening two weeks the pace comes down to average. \$22,000 for third week is above ordinary first week grosses here. Last week \$35,300 nifty.

Palace (RKO) (2,533; 40-55-83) 'Ace of Aces' (RKO). Last week Phil Baker review on stage is doing the mass of the business. Baker's first vaude date in almost a year, having established himself locally for the past two weeks. Dix is helping on the name rather than notices; looks \$25,000, hot box-office figure. Last week 'My Woman' (Col) didn't mix with Guy Lombardo on stage to big \$26,900.

Roosevelt (B&K) (1,500; 25-35) 'Saturday's Millions' (U). Football flicker started against the handicap of Saturday downpour. House is pictorially set for the kid trade, 'Tarzan' to follow the present flick, which it is hoped will manage a fortnight, though not likely as indicated \$11,000 for opening session. 'Charlie Chan's Case' (Fox) last week \$3,600.

State-Lake (Jones) (2,700; 30-40) 'Arizona to Broadway' (Fox). vaude and 'Shuffle Along' unit. Three-way bill heading for large \$18,000, a bargain display that's pie for this spot's individual patronage. United Artists (B&K-UA) (1,700; 35-55) 'Bowers' (UA) (2d week). West flick unquestionably slowed up this picture. Just a bad booking arrangement, possibly. Should be helped. Should do \$20,000, fair for second session. Due for three-week ride and then followed by 'Broadway Through a Keyhole' (U). First week of 'Bowers' \$24,100, good.

Apollo (1,500; 50-75-\$1-\$1.75) 'Dinner at Eight' (MG). Two-day here opened last night (21). Should hit indicated \$14,000, but opening index says with tickets being sold four weeks in advance.

TACOMA FAIR

Eased Off After Tex Guinan's Socks \$9,000 Last Week

Tacoma, Oct. 23. Eased down to normal after Tex Guinan and troupe click for grand \$3,000 at Music Box last week, with other houses averaging. Roxy doline split again; M.B. ditto.

Estimates for This Week

Music Box (Hamrick) (1,400; 25-35) 'I Loved a Woman' (FN) 'Midnight Club' (Par) split about \$3,000, okay. Last week 'Her Bodyguard' (Fox) and Guinan on stage, top price \$500. Roxy (J-VH) (1,300; 25-35) 'Saturday's Millions' (U); 'Beauty for Sale' (MG). Split, expects a good \$3,500. Last week, 'Paddy' (Fox), oke \$3,900.

Blue Mouse (Hamrick) (650; 15-25) 'Before Dawn' (RKO), 'Rafter Romance' (RKO) split. Usual okay. Verano \$500. 'It's Great to Be Alive' (Par) split, fair \$700.

FAN DANCER OUTDRAWS 'EM ALL IN INDPLS, 20G

Indianapolis, Oct. 23. Eugene O'Neill, Jean Harlow, Mae West and the Summerville-Pitts comedy team are no match locally for the fame and fans of Sally Rand who is appearing in person this week at the Indiana. The fan dancer who made the world's fair famous in this neck of the woods is out-drawing all competition so completely that it looks like she'll set up the year's best box office mark before she bows out next Thursday night. The gross will zoom to the \$20,000 mark which will mean money in the bank for the house.

'Bombshell' at Loew's Palace is running a strong second to the Indiana and will garner \$3,000, which is the best in many months. The state teachers' convention has helped all downtown houses plenty over the week-end. The second week of 'I'm No Angel' is holding up satisfactorily at the Circle with a take of \$4,000 indicated. Reopening with pictures minus the usual vaude, the Lyric is faring well with 'Love, Honor and Oh Baby' (U). Staying eight days gross \$5,500. The picture opened very big last Thursday when it got a jump of one day on the other houses, but it slowed down to normal very quickly. The Apollo did everything it could to sell 'Emperor Jones' but it never amounted to more than an 'also ran' at \$3,000.

Apollo (Fourth) (1,600; 25-40) 'Emperor Jones' (UA). Eugene O'Neill didn't mean much to the house's usually consistent flapper trade and the box office results

wobly at \$3,000. Last week 'Walls of Gold' (Fox) also slow, \$2,900. Circle (Katz-Feld) (2,600; 25-40) 'I'm No Angel' (Par). Holding up well in its second week, credit \$4,000. In its first week splendid at \$5,500. Indiana (Katz-Feld) (3,100; 25-35-40-55) 'Mary Stevens, M. D.' (WB) and Sally Rand on stage. Fan dancer on stage who's hanging them on the rafters to tune of \$20,000. Last week 'One Man's Journey' (RKO) and Ted Mack stage show was back at \$3,500.

Lyric (Honor) (2,000; 20-25-40) 'Love, Honor, and Oh Baby' (U). Pitts and Summerville are favorites at this house. It is eight days stand for reopening of the house the pix will take a pleasing \$5,500. Loew's Palace (Loew's) (2,800; 25-40) 'Bombshell' (MG). Doing splendidly and is well-liked. Will gross to a very healthy \$5,000. Last week, 'The Bowers' (UA) was oke at \$5,500.

WEST'S WOW 24G WONT MILK PITTS

Pittsburgh, Oct. 23.

They're accepting Mae West at her word at the Penn this week, and the mob's going up to see her anytime. It's a push-over for 'I'm No Angel' to lead the town and grab out a sizzling \$24,000 for the best thing here since 'Tugboat Annie'. West opus will take a trifling shot of recent Beery-Dressler, taking, directly traced a bit of difference in matinee trade. At night, it's the ropes all over performance.

Surprisingly enough, and perhaps an indication of improved conditions, too, is that West trade won't be any mean milk the town. There are a couple of other spots headed for nice weeks in addition. At Warner, 'Footlight Parade' moved here after a socko week at the Stanley, has enough left in it to pick up a probable \$5,500, while carriage trade and intelligentsia, a new species for Fulton, promises to give 'Footlight Parade' an all-right \$5,000.

Stanley, with 'Ann Vickers', feeling the West pinch less than it expected, with probability of hitting \$10,000 anyway. 'Wild Boys of the Road' shoved in Davis day ahead of schedule with an unusual spurge for this site, will enjoy a decent week for a change at \$3,200. Early opening due to flop of 'Midshipman Jack', yanked before time was after hitting a new low.

Dinner at Eight' wound up its three-week run, showing engagements weekly at Nixon, getting less than \$4,000 in its final session, while Pitt, with 'Notorious but Nice', and vaude, slipping a bit more, will be lucky to gather \$4,000 currently. Prospects for click at this stand begin to look bit doubtful.

Estimates for This Week

Davis (WB) (1,700; 25-30-40) 'Wild Boys of the Road' (WB). Nice opening for this one on strength of advertising spurge, biggest this house has had in some time, and should maintain a fairly decent pace throughout week for \$5,200, a figure

'Vickers' \$10,500, 'Way to Love' \$7,000, 'Wild Boys of Road,' \$5,500, Prov.

Providence, Oct.

This house hasn't enjoyed since return engagement of 'The Done Him Wrong'. Picture also playing day and date with Sheridan Square, East Liberty, which may detract a bit. Last week 'Midshipman Jack' (RKO) yanked in fifth day after hitting a new low at \$1,000.

Fulton (Shea-Hyde) (1,750; 15-25-40) 'Emperor Jones' (UA). House getting its first taste of the ultra-ultra trade since 'Cavalcade' and there should be enough of this around to account for pretty close to \$5,000. Last week 'Disgraced' (Par) a disgraceful \$2,900.

Penn (Loew's-UA) (3,800; 25-35-50) 'I'm No Angel' (Par), solo; \$500, clean smash and an out-and-out socko at \$24,000, with more than an even chance of hitting a couple of grand at the end of last week. 'Night Flight' (MG) very good at \$17,000, with return engagement of 'Three Little Pigs' coming in for its share of b.o. credit. Talk at the stage seems to lean heavily on the Disney shot.

Pitt (Shaffer) (1,600; 15-25-40) 'Notorious But Nice' (Chest) and vaude. Trade dropping a bit here and after excellent get-away and prospect for \$5,000. 'Midshipman Jack' (RKO) (2,100; 25-35-50) Looks like a \$4,000 session, if lucky, this week, which is hardly profitable. Last week 'Phantom Broadway' (Mono) and vaude around \$4,200.

Nixon (Eranger) (2,100; 55-83-\$1.10-\$1.55) 'Dinner at Eight' (MG). Finished to woo \$3,900 in third week against \$4,500 second week. Expect \$3,000, but all in all totals up on black side of ledger.

Stanley (WB) (3,600; 25-35-50) 'Ann Vickers' (RKO). Naturally show, but not badly and should do fairly well by itself at \$10,000 or perhaps better. Last week 'Footlight Parade' (WB) at \$23,500 topped even '42nd Street' and 'Gold Diggers' by even hundred bucks.

Warner (WB) (2,000; 25-35-50) 'Footlight Parade' (WB). Brought here for week after socko week at Stanley, revealing surprising strength. Should hit \$5,500, great. Last week 'Saturday's Millions' (U) fair at \$4,750.

ORPH, LINCOLN, \$3,000

Vaudefilms Getting Most B. O. Attention

Lincoln, Oct. 23.

Suffering under a competition engendered by L.P. and the advent of every major company's film tied up with the exception of Columbia and with four houses demanding films for their maw, caused the indie theaters to exult in the support of pantecy as this week opens with nothing to look forward to but the best, because the worst is here. Opening for 'For a Day' (Day) closed its second week at the State but it is either play it again or shut up the house, so it's going in.

Both the Orph and the Lincoln are going for indie shows and announcement that the Friday night of each week would always sport one is making the vaude do its single day-on this week of time. Footlight Parade' has been playing for of town the last two weeks so they haven't been as successful as they will on the eve of home games.

McVickers' company added in the paper they were coming into the Marigold, but when they looked over the crowded theatre situation here, the agents moved on. It wouldn't be hard to imagine how, that with the jammed picture tangle that the Indies might not divvy up one of their four stands to flesh.

Estimates for This Week

Colonial (LTC) (750; 10-15-20) 'Big Executive' (Par) is so-so still. Last week 'No Marriage Ties' (RKO) and 'Drum Taps' (RKO), split, did average \$350.

Liberty (Indie-LTC) (1,400; 10-20) 'Sensation Hunters' (Mono) and 'Mirrored Rites' (Allied), split, with serials on equal hairy. Oke \$1,000. Last week 'What Price Decency' (WW) and 'Trail Drive' (Mono), split, with serials, too. Fair \$1,000.

Lincoln (LTC) (1,600; 10-25-40) 'Saturday's Millions' (U) and 'Flora' unit on the stage should go over well in this football-mad town. Last week 'No Marriage Ties' (RKO) and 'Drum Taps' (RKO), split, did average \$350.

Orpheum (Indie-LTC) (1,400; 10-20-35) 'Constant Woman' (Col) and four-act stage show topped by Hal Hale. Orpheum has been backed by the fifth week of Tracy Brown's band stay. This is a Billy Diamond show and looks good for a \$3,000. Last week 'Sally Rand' (Col) (Tir) and show first hit which drove the house lower than

Providence, Oct.

Picture houses started off sort of flat despite nice ballyhoo. Th Paramount, now under independent management, has begun to unload a few of the season's big pictures. 'Way to Love', Chevalier's latest one, is current, while opening not what it should have been the house not worrying much as the Frenchman always manages to gross fairly good biz here. Present outlook doesn't augur well, but Paramount is figuring on at least \$7,500 before the final tally is made.

Majestic, too, is sort of in the doldrums this week. Twin bill headed by 'Walls of Gold' not so forte, but this is another case of hoping for a break later in week. Should it come box office will probably tilt close to \$7,500.

Small Co. on the U. Theatre, Centredale, just across the city line is pulling another fast one this week. Opened Monday (23) with '7th Commandment' picture banned in Providence, and house expects a nice clean-up if the cards fall the right way. Plenty of advertising, even in the town's most conservative newspapers, which usually has to repeat its message over and as a consequence there's a plenty of talking.

Estimates for This Week

Fay's (1,600; 25-40) 'Wild Boys of the Road' (WB) (2d week). This is the first time in a blue moon that house has given picture the advantage of billing over variety show. Opposish is plenty strong for a novel, with the chain theaters pulling the stunts they have been for the last few weeks. Yet house is keeping out of the red and expects to repeat the feat, even though the margin will be slight at \$5,500.

Loew's State (3,200; 15-40) 'Bombshell' (M-G) and vaudeville. Another case of the luckless variety and a case of where the picture is depended upon to pull gross over the hurdles. Apparently no one has been able to repeat the feat, even though the margin will be slight at \$5,500.

Majestic (Fay) (2,200; 15-40) 'Walls of Gold' (Fox) and 'Ship of Wonders' (RKO) (3d week). This is the first picture, but no go on the latter. If house managers to make anticipated gross of \$7,000 it won't be with the little lukewarm variety. Last week 'Power and the Glory' (Fox) and 'Bitter Sweet' (UA) just tilted \$6,000; oke.

Paramount (2,300; 15-40) 'Way to Love' (Fay) and 'Chevalier Good' (Invincible) Chevalier good here. Expected \$7,000 although start a.s.e.

RKO Albany (2,500; 15-55) 'Ann Vickers' (RKO) and stage show, with Morley (Dowery) and the popularity of radio warbler, strength of supporting stage show and the widespread publicity, 'Ann Vickers' received as a novel, the house has been supporting. Last week 'Love, Honor and Oh Baby' (U), 'Walls of Gold' (Fox) and 'Bitter Sweet' (UA) just tilted \$7,000; swell for eight days.

RKO Victory (1,600; 10-25) 'No Marriage Ties' (RKO) and 'Kiss of Araby' (RKO) (3d week). Oke on split week; house having plenty of difficulty in getting pictures, and billing is screwy, newspapers no help since pictures are being yanked and the house is supporting. Last week 'Ladies Must Love' (Col) proved a Broadway-sensation means nothing out on the steps. \$500 is not bad.

Stuart (LTC) (2,000; 10-25-40) 'Footlight Parade' (WB) started off with a midnite prelude last week to play. Light \$350 expected, but this picture was wonder before. Last week 'Ladies Must Love' (Col) proved a Broadway-sensation means nothing out on the steps. \$500 is not bad.

doldrums, but which was changed midweek to partially come-back. Still weak at \$1,800. State (1,600; 10-15-25) 'Lady for a Day' (Col) makes the third week here in a month but had to be done to have any picture to play. Light \$350 expected, but this picture was wonder before. Last week 'Ladies Must Love' (Col) proved a Broadway-sensation means nothing out on the steps. \$500 is not bad.

Mae West Opera Vows Newark Cops House Record, \$28,000, and Held Over —'Dr. Bull' Slow

Newark, Oct. 23.

Mae West is sweeping the town at the Newark with steady standards, the mezzanine crowded, the lobby jammed, the firemen fighting, and all the tokens of the good old days here again. Looks as though the house record would go with the week-end, but the cops are strong. 'Footlight Parade' is staying only a second week at the Branford and while the first was great with \$24,100, the price prevented it from being much bigger. The neighborhood expects to clean up on this as the other musicals were run too long at the Branford for the residents' happiness.

There is naturally little doing elsewhere.

Estimates for This Week

Branford (2,966; 20-30-40-55-65-75) 'Footlight Parade' (WB) (2d week). Not holding the strong against Mae West and will be okay but not big around \$12,000. Last week tremendous at \$24,000.

Capitol (WB) (1,200; 15-25-35-50) 'I Love a Woman' (WB) and 'Broadway to Hollywood' (MG). Robinson always means something but Mae West too much competition to get over \$4,000. Last week 'Song of Songs' and 'Solitaire Man' (MG), mild with \$3,700.

Little (Indie) (239; 40-50-55) 'The

Patriote' (Amkino). Unless question of Russian recognition is an asset will hardly beat \$900. Last week 'I Love a Woman' (WB) (B & D) and stage show went to \$1,400.

Loew's State (2,780; 15-75) 'Night Flight' (MG) and 'The Opening of the Eyes' (WB) (2d week). \$10,000. Last week 'Stage Mother' (MG) faded with \$8,000.

Newark (Adams-Par) (2,248; 25-35-50) 'I Love a Woman' (WB) (2d week). Nothing seen like it at this house. Demand for the balcony shows how people are counting their money. There was a time when money wouldn't sit in the balcony. Money over of course. On seven and a half days, smashes house record with \$25,000. Last week 'Forch Singer' (Par) fine on seven and a half days at \$15,900.

Proctor's (RKO) (2,300; 15-25-30-40-55) 'Dr. Bull' (Fox). Rehearsal and show will be okay, but beating \$5,000. Last week 'Ann Vickers' (RKO) fell down towards end with a final nice \$3,500.

Termin (Skouras) (1,900; 15-40) 'I Love a Woman' (WB) and 'Power and Glory' (Fox). Doesn't look like much with 'Power and Glory' having done a brodie at Proctor's. Maybe \$2,700. Last week 'Sally Rand' (Col) and 'Brief Moment' (Col) disappointing on seven days at \$2,900.

Comparative Grosses for October

Total grosses during October for town and houses listed as previously reported weekly. Dates given are the closing day of the week.

NEW YORK

	Sept. 21	Sept. 28	Oct. 5	Oct. 12
CAPITOL (8,000; 25-32-50) High: \$110,400 Low: 16,000	Penthouse \$62,000 (Stage Show) (Cab Calloway on stage)	Beauty For Sale \$44,000	Solitaire Man \$17,000 (Almee McPherson on stage)	Stage Mother \$30,900
PARA MOUNT (8,000; 25-35-75) High: \$95,000 Low: 14,000	Song of Songs \$39,500 (2d week)	Song of Songs \$35,600 (2d week)	Too Much Harmony \$35,900 (2d week)	Too Much Harmony \$35,900 (2d week)
MUSIC HALL (8,000; 25-35-75) High: \$116,000 Low: 49,000	Lady for Day \$85,000 (Stage Show)	Power and Glory \$77,000	My Weakness \$84,000	Ann Vickers \$88,000
ROXY (8,000; 25-35-75) High: \$173,600 Low: 7,000	Man Who Dared \$16,000 (Stage Show)	F. P. 1 \$26,500	Shanghai Madness \$24,700	Brief Moment \$28,000
MAYFAIR (2,000; 25-35-55) High: \$53,800 Low: 3,500	Mr. B'dway \$8,500	Mr. B'dway \$4,700 (4 days—2d week)	Devil's Mate \$11,700 (10 days)	Avenger \$7,500
STRAND (2,000; 25-35-55) High: \$78,800 Low: 6,500	Missing Persons \$26,700	Missing Persons \$26,700 (2d week)	Loved a Woman \$31,200	Loved a Woman \$31,200 (2d week)

CHICAGO

	Sept. 21	Sept. 28	Oct. 5	Oct. 12
CHICAGO (8,000; 25-35-75) High: \$60,100 Low: 16,500	Torch Singer \$58,200 (Stage Show)	Dr. Bull \$60,100 (New High) (Ted Elington on stage)	Loved a Woman \$58,100 (Duke Ellington on stage)	Penthouse \$66,600
PALACE (2,000; 25-35-75) High: \$30,000 Low: 5,000	First Mate \$25,000 (Vaude) (Bert Lahr on stage)	Pilgrimage \$25,000	Lady for Day \$28,700 (Lou Holtz on stage)	One Man's Journey \$31,200 (Lou Holtz on stage)
UNITED ARTISTS (1,700; 25-35-55) High: \$20,000 Low: 3,500	Paddy \$15,700	Paddy \$12,600 (2d week)	Paddy \$9,300 (3d week)	Voltaire \$13,300

LOS ANGELES

	Sept. 21	Sept. 28	Oct. 5	Oct. 12
DOWN-TOWN (1,800; 25-30) High: \$38,500 Low: 5,000	Missing Persons \$7,000 (Vaude) (8 days)	Loved a Woman \$7,000 (6 days)	Loved a Woman \$8,800 (2d week)	Goldiggers \$13,000
HOLLY WOOD (2,750; 25-35) High: \$37,800 Low: 3,100	Missing Persons \$10,500 (Vaude)	Loved a Woman \$13,000 (3d premiere)	Loved a Woman \$9,000 (2d week)	Goldiggers \$13,000
PARA MOUNT (8,000; 25-35) High: \$57,800 Low: 5,600	Torch Singer \$15,200 (Stage Show)	To Last Man and Big Executive \$8,500	Golden Harvest \$20,000	Too Much Harmony \$19,600
STATE (2,000; 25-35) High: \$48,000 Low: 5,000	Another Language \$14,000 (Stage Show)	Power and Glory \$13,000 (Tex Guinan on stage)	Paddy \$17,000	Dr. Bull \$15,000

BROOKLYN

	Sept. 21	Sept. 28	Oct. 5	Oct. 12
FOX (4,000; 25-35-50) High: 10,000 Low: 1,000	Her First Mate \$21,000 (Stage Show)	Moonlight and Pretzels \$21,000 (Dave Hutton on stage)	Blue Room \$12,000	F. P. 1 \$15,500
METRO-POLITAN (2,800; 25-35-50) High: 9,000 Low: 1,000	B'way to Hollywood \$15,400 (Vaude)	Penthouse \$23,000	Beauty For Sale \$19,000	Stage Mother \$22,000 (Rudy Vallee on stage)
ALBEE (8,000; 25-35-50) High: \$40,000 Low: 9,000	One Man's Journey \$15,100 (Vaude)	Lady for Day \$13,900	Power and Glory \$17,000	My Weakness \$11,900
STRAND (2,000; 25-35-50) High: \$28,500 Low: 4,000	Captured \$10,200	Good-Bye Again \$10,000	Voltaire \$9,700	Missing Persons \$9,800

SAN FRANCISCO

	Sept. 21	Sept. 28	Oct. 5	Oct. 12
PARA MOUNT (8,000; 25-35-50) High: \$36,000 Low: 5,000	Tugboat Annie \$14,000 (2d week)	Sunday Afternoon \$5,500	Loved a Woman \$11,500	Torch Singer \$10,500
GOLDEN GATE (2,800; 25-35-50) High: \$19,000 Low: 5,400	One Man's Journey \$11,900 (Vaude)	Her First Mate \$11,900	Lady for Day \$17,000	Lady for Day \$12,500 (2d week)
WARFIELD (2,700; 25-35-50) High: \$48,000 Low: 8,200	Dr. Bull \$21,000 (Peggy Hopkins Joyce on stage)	Penthouse \$25,000 (Weeks on stage)	Good-Bye Again \$17,000 (Tex Guinan on stage)	Too Much Harmony \$19,000

PITTSBURGH

	Sept. 21	Sept. 28	Oct. 5	Oct. 12
PENN (8,000; 25-35-50) High: \$41,000 Low: 7,750	Masquerade \$13,000	Day and Age \$7,500	Penthouse \$16,000	Stage Mother \$7,500
FULTON (2,700; 25-35-40) High: \$12,000 Low: 1,900	Midnight Mary \$5,100	Tarzan \$5,000	Shanghai Madness \$4,400	Her Bodyguard \$3,400
STANLEY (3,000; 25-35-50) High: \$48,000 Low: 3,750	One Man's Journey \$8,500	Loved a Woman \$12,600	Torch Singer \$8,800	Too Much Harmony \$14,000

(Continued on page 25)

'BOMBSHELL' TO \$6,500, 'VICKERS' \$5,500, PORT.

Portland, Ore., Oct. 23. 'Night Flight' with its stellar name exploitation clicked from the start at United Artists and holding place for quite a while for femme attention, unusual for such a masculine story. No doubt much extra 'Night Flight' biz last week due to the approach of the which were all of the comedy and musical class.

Among the musicals, 'Too Much Harmony' did nicely at the Liberty with vaude. 'Liberty' has been making a strong play for its vaude policy with Pan expected to open here soon with vaude competition. Understanding is the Pan plans are ready to go.

'Beauty for Sale' went on sale for too low quotations at Parker's Broadway, sending the house down for the week from its lead gross spot. Broadway is recovering this week with 'Bomshell' and that pic is getting lots of attention.

Estimates for This Week
Broadway (Parker) (2,000; 25-40)—'Bomshell' (MG). Hitting the pace to higher grosses than recent weeks and should get okay \$6,500. Last week 'Beauty for Sale' (MG) just fair \$4,800.

United Artists (Parker) (1,000; 25-40)—'Night Flight' (MG) (2nd week). Should close around \$5,000. First week strong at \$5,000.

Musie Box (Hamrick) (1,400; 25-40)—'Ann Vickers' (RKO). Cashing in on national exploitation and getting strong attention. Liked to hit \$5,500 good for this house. Last week 'Love, Honor and O Baby' (U) just fairly at \$4,200.

Oriental (Parker) (2,500; 25-35)—'Flaming Gold' (RKO). Started poorly and likely to be under house average around \$2,500. Last week 'Michigan Jack' (RKO) fair \$3,000.

Liberty (Evergreen) (2,000; 25-40)—'Charlie Chan' (Fox). And vaude. Holding to a strong pace and should get okay \$5,000. Last week 'Too Much Harmony' (Par) and vaude nicely for \$7,800.

Playhouse (Hamrick) (1,400; 25-40)—'Silk Express' (WB) with Raymond the magician stage situation, getting poor attention, \$3,000.

Harlow \$20,000, Lombardo 17G's, Detroit Strong

Detroit, Oct. 23. This week sees four outstanding attractions. Guy Lombardo, 'Bomshell', 'Power and Glory' and 'Meet the Baron', all trying for the important money.

The Downtown has coupled Guy Lombardo with a new picture, 'Woman picture meaning Lombardo must get the business, if any. Apparently, he is. 'Power and Glory' at the Fox, has Gen. Denis and variety show. The Michigan has Jimmie Savo and presentation show with 'Bomshell', likewise strong.

Last week all houses slipped with the Michigan the biggest sufferer with a new low of \$5,100 for the week with 'Way to Love' and stage show. The Fox was best of the downtown houses, My last week, and stage show getting a nice enough \$16,000. The Fisher with a local radio stage show and 'Saturday's Millions' was okay and broke even for \$11,200. The Downtown lost ground after a profit week to a mild \$10,300 with 'Ann Vickers' and vaude. Mae West had a fair second week and warranted a third week with \$13,100 for 'Angel'. United Artists didn't do so well with a second week of 'The Bowery' and 'The Bowery'.

Estimates for This Week
Michigan (P-P) (4,045; 15-25-35-40-55)—'Bomshell' (MG) and stage show. Harlow patent box, \$20,000. Last week 'Way to Love' (Par) held up fair at \$18,700.

Fox (Inde) (5,100; 15-25-35-40-55)—'Power and Glory' (Fox) and stage show. Strong for \$18,000. Last week 'My Weakness' (Fox) held up fair at \$18,000.

Fisher (P-P) (2,160; 15-25-35-40-55)—'Bureau Missing Persons' (WB). Big only \$4,000. Last week 'Saturday's Millions' (U) and stage show good at \$12,200.

Downtown (RKO) (2,655; 15-25-35-40-55)—'Woman' and Guy Lombardo orchestra. Bullish \$17,000 likely. Last week 'Ann Vickers' (RKO) and stage show mild \$10,300.

United Artists (P-P) (2,013; 15-25-35-40-55)—'Meet the Baron' (MG). Only \$6,000, n. s. strong. Last week 'The Bowery' (MG) in its second week fair at \$5,300.

Liberty (P-P) (2,160; 15-25-35-40-55)—'I'm No Angel' (Par) (3d week). West still getting its share, \$9,000. Last week a nice \$13,100 for hold-over stanza.

'Beauty for Sale,' Wash., \$21,000; 'Kennel Murder Case,' \$6,000, Nice

DENVER GOES TO TOWN FOR WEST, A ZOWIE 16G

Denver, Oct. 23. Three houses, Aladdin, Orpheum and Denham enjoying holdouts, making a record for Denver for years back. Denham stacking them in with 'I'm No Angel'. Ran two midnight previews, forced to run extra show Saturday and Sunday, opening at 9:30 mornings and getting nice business with folks that don't leave early for state shows. Denham has holdout from one o'clock on every day since Mae West opened Wednesday. Picture will be held at least one extra week. Denver has seen nothing like this business at this house in years, considering the capacity. Price boosted nickel on part of schedule.

Orpheum packed with students for its football film. Stage show better than average, and doing its share on draw.

'Emperor Jones' and 'Meet the Baron' surprises of week, with former drawing strong and latter doing much more than expected. Paramount lowest in 15 weeks with 'Labor fair'.

Estimates for This Week
Aladdin (Huffman) (1,500; 25-40)—'Emperor Jones' (UA). Fair. Orpheum (Huffman) (1,500; 25-40)—'Meet the Baron' (UA), playing day and date with the Denver, and with a 100 advantage in price, had several holdouts, and turned in \$5,500.

Denham (Huffman) (1,500; 25-40)—'I'm No Angel' (Par) and stage show. Mae West a panic and a holdover after the bangup opening week of \$16,000. Last week 'Too Much Harmony' (Par), held over three days and 'To the Last Man' (Par) finishing out the week good for \$9,300.

Denver (Huffman) (2,500; 25-35-50)—'Meet the Baron' (MG). So-so for \$6,000. Last week 'The Bowery' (UA), playing day and date with the Aladdin, and with a dime advantage in price, although turning in a fine gross of \$10,000, had a lot of empty seats while the Aladdin had a number of standouts.

Orpheum (Huffman) (2,500; 25-35-40)—'Saturday's Millions' (U) and stage show. Going for \$12,500, okay. Last week 'Power and Glory' (Fox) did a rushing business all week with cut in top from 55 to 40c, and although tapering slightly, boosted the house to \$15,000.

Paramount (Huffman) (2,000; 25-40)—'I'm No Angel' (Par). Dipping to \$2,250. Last week 'My Mother' (MG) gave this house an average week, \$3,600.

Taber (Huffman) (2,000; 20-25)—'Red Hot and Blue' (WB) and stage show. Average \$3,200. Last week 'Lily Turner' (FN) on second run, and stage show, turned in \$3,500.

ST. L. BACK TO NORMAL, WEST \$53,000 IN 2 WKS.

St. Louis, Oct. 23. Sort of back to normal this week. No big pictures and no big box office. Everything cut on all fronts, though, and a little better in some cases.

Mae West, in her second week at the Ambassador, got a lot of the folks last week, bringing the theatre's attendance record. So there may not be enough of them left to make a sensation of her holdover. If pace keeps up, house will do around \$17,000, which will mean plenty of profit.

Loew's State is okay, too, with some big names. Draw \$10,000, and a lively campaign for the Missouri's football film may result in a little better than average for that house. Grand Central plugged along with a revival and a new pic.

Estimates for This Week
Ambassador (Skouras) (3,000; 25-35-55)—'I'm No Angel' (Par) (2d week) and stage show. Good, \$17,000. Last week a record \$36,000.

Fox (Fox) (6,000; 25-35-55)—'Worst Woman in Paris' (Fox) and stage show. Last week \$18,000. Last week 'Walls of Gold' (Fox) \$8,000.

Grand Central (Skouras) (2,000; 25-35-50)—'Street' (WB), revived after its previous first run, weeks, and 'Slightly Married' (Invin). Fair for \$3,000, same as last week's 'Samaritan' (UA) and 'Planning Sol' (RKO).

Loew's State (Loew's) (3,000; 25-35-55)—'Bomshell' (MG). Good at \$11,000. Last week 'The Bowery' (MG) hit \$11,000.

Missouri (Skouras) (3,500; 25-35-50)—'Saturday's Millions' (U). Oke-trade, \$4,000. Last week 'Tillie and Gus' (Par), \$9,000.

Season is turning into succession of holdovers. Big moment this week is 'The Bowery', which just fell under previous high at Palace, and also to hold up to beautiful \$12,000 on second week, which is good for a first week. Local Loew organization put best campaign behind picture town has seen in long time. Including costume parties, street bally and innumerable tie-ups.

Kelth's is holding 'Ann Vickers' a few more days, but isn't doing anything. Contradictory angle on Sinclair Lewis' book plus some publicity stories over threatened publication helped first week to big \$14,000.

Estimates for This Week
Fox (Loew) (4,344; 15-25-35-50-60)—'Beauty for Sale' (MG) and vaude. Chester Hale girls and Ed Hill helping as novelty on stage. And with Bob Murphy going over big as always variety backs up. Evening pic headed for \$21,000. Last week 'Power and Glory' (Fox) got fair \$13,000.

Earle (WB) (2,424; 25-35-50-60-70)—'Golden Harvest' (Par) and vaude. Last week \$15,500.

Final week of Gladys Barrie as guest m. c. Last week 'Brief Moment' (Col.) just another movie with \$14,000.

Keith's (RKO) (1,830; 15-25-35-50-60)—'Ann Vickers' (RKO) held over for another five days. Slipping but should get fair \$3,500. Last week 'The Bowery' (U) \$15,000.

Met (WB) (1,583; 15-25-35-50-60-70)—'Kennel Murder Case' (WB). S. S. Van Dine mag fans going for it and week should get o. k. \$6,000.

Rialto (U) (1,853; 15-25-35-50-60)—'Rialto' (U). So-so with probable \$4,000.

'Saturday's Millions' helped by 'Saturday Evening Post' yarn and grid fans to acceptable \$5,000.

Palace (Loew) (1,525; 15-25-35-50-60)—'The Bowery' (UA). Doing second week and headed for beautiful \$12,000. Last week same pic came near record with \$24,000.

Columbia (Loew) (1,525; 15-25-35-40)—'Night Flight' (MG). Returns to main stem following Palace run week before last. Star names get fair \$4,500 for little house. Last week 'Singing Sings' (Ma.) got by with fair \$3,000.

LOEW'S MONT'L VAUDE SMACKING 'EM, \$14,000

Montreal, Oct. 23. All main-stem houses are benefiting from the great comeback at Montreal's lone vaude house, Loew's. Currently, six separate acts and 'Captures' spells a drop, but \$14,000 is plenty good money.

His Majesty's (legit) starts current week, Monday (23), with 'Candlelight', presented by Montreal Theatre League. \$150 pop and should realize \$5,000. Palace has 'Way to Love'. Chevalier is big with this French population and looks good for \$9,000.

Capitol brings over average, 'Morning Glory' and 'Flying Devils', and gross should be \$8,000. Princess repeats 'Bowery' and 'Devil's Mate', probably \$7,000.

Imperial and Cinema de Paris, the two French picture houses, repeat for a third week 'Nu comme un Ver' and 'Madelon', respectively, for about \$1,500 apiece.

Nabes are sharing in the general pick-up.

Estimates for This Week
His Majesty's (MTL) (1,800; 50-150)—'Candlelight' (legit). First show Montreal Theatre League, subscription season, \$5,000. Last week French players \$5,500.

Capitol (EP) (2,000; 50-150)—'Way to Love' (Par). Chevalier favorite here and may gross \$9,000. Last week 'Berkeley Square' (Fox) picked up to \$5,000.

Capitol (EP) (2,700; 50-150)—'Morning Glory' (RKO) and 'Flying Devils' (RKO). A nice brace that should get around \$8,000. Last week 'Heroes on the March' (WB) and 'Her First Mate' (U) \$7,000.

Loew's (FP) (3,200; 65-100)—'Captured' (WB) and six acts vaude. Will slide some to \$14,000, but still good. Last week 'The Bowery' (MG) took everything in town, although 'Dr. Jekyll' (Fox) helped plenty; gross leaped to \$13,000.

Princess (CT) (1,900; 50-150)—'Imperial' (legit). Last week (2d week). A nice \$7,500 and should get another \$8,000 on repeat.

Imperial (France-Pilm) (1,600; 50-150)—'Nu comme un Ver' (WB) and 'Madelon' (WB). Last week \$1,700 last week \$1,500.

Cinema de Paris (France-Pilm) (600; 50-150)—'La Madelon' (3d week). About \$1,250. Last week \$1,500.

U.S. Interest in Foreigns Revives; Germans Out, but Others Get Break

Some revived interest in foreign language films is being exhibited in the U. S. again with about 15 foreign language houses opening through the country within the past two weeks and about 10 more preparing for reopening. Figured there will be about 30 houses showing the pictures by the first of next month.

There were over 200 foreign houses in the U. S. a year ago, but with the coming of the Hitler regime that dropped rapidly to less than half a dozen. Now it is figured that the first anti-German feeling has worn off somewhat. Also sufficient product has piled in tongues, other than German, to allow for exhibition programs.

Break for French

Mostly French pictures are getting the break in bookings thus far, though Swedish and other language films, where and when available, are doing better than before.

Among the most recent houses to reopen for first run foreigns are the Little Carnegie, New York; Little, Detroit; Paski, Milwaukee; and Filmarte, San Francisco. In Hollywood, where the Filmarte has continued through the summer season, opposition is being lined up by the Mirror, which expects to open in about two weeks and is now arranging for product.

In New York the Europa will reopen in a couple weeks, after a summer, that making a practically complete contingent of foreign houses again. None of the New York houses is figuring on German pictures, however, with the exception of the three theatres in Yorkville, the 79th, Tobis and Yorkville.

JOE STRASSNER FLIES FROM GERMAN CAPITAL

Hollywood, Oct. 23.

According to word received here from Paris, Joe Strassner, former Fox studio designer, is a refugee from Germany, living in the French capital.

Strassner and his wife, Jennie Steiner, danced last here following his work on 'My Lips Betray', to open a shop in Berlin. Night before the unveiling, he was jailed by Nazis, who in the course of their questioning handled him so roughly that he spent five days in the hospital, then fled from the country.

Dream of Dutch Film Capital Ends in Ruin

The Hague, Oct.

One of Holland's sad film experiments is now a heap of ruins in Ter Heyde, a small village on the west coast. Six months ago a chap got out of a luxurious limousine there, called on the burgomaster, got option on a site and talked about a studio.

Plans were soon made, some local people put up money on shares issued and building began. Soon, however, it came out, that there was little money available. The company failed and the rather than materialize. Police investigated matters and brought out that the promoter only hired the cars in which he traveled, and he has now been shot back to Belgium as an unwanted alien.

Chance for Unknowns

Paris, Oct. 14.

Paul Oetly quit national theatre, Odeon, to found new project, 'Theatre des Artisans'. His idea is to give young authors, actors a chance to do worthwhile things, rather than turning down clever unknowns in favor of already successful and not necessarily as hard-working artists.

Further carrying out of youth, Oetly proposes to make it a very modern theatre where modern works will be exclusively produced.

New Penella Piece

Barcelona, Oct. 12.

Manolo Penella, Spanish musician, whose 'Wild Cat' was done on Broadway several years ago, is directing a new musical to be produced in Barcelona next month by Louis Calvo.

The music has been done by Penella and will be sung by Marcos Redondo, one of the greatest of Spanish baritone.

UA Fairbanks Outlet

Hollywood.

United Artists will release the Douglas Fairbanks film, 'Adios, Don Juan', both in the United States and abroad. Actor is making the picture in England and Europe for London Films, Ltd., headed by Alexander Korda and financed by British and Italian capital.

Fairbanks receives no salary for the pic, being in on a percentage.

NOVARRO AND M'DONALD TONSIL OWN FOREIGNS

Metro is toying with a trick idea for foreign versions of future Novarro and Jeanette MacDonald pictures. Films would be dubbed as in the past, under the new notion, by regular dubbing-staffs and talent, but the stars would speak for themselves in the various languages used.

Both Novarro and Miss MacDonald speak several foreign languages fluently. Difficulty, however, comes from the fact that Metro isn't quite sure whether it can afford to use such high-priced talent for dubbing.

Stunt will be tried first on 'Cat and the Fiddle' and if the idea is vetoed the two stars will be asked to, at least, sing the songs for themselves in the various languages.

Greatest difficulty in the scheme comes from the fact that in Germany, France and Italy dubbed versions must be made within the borders of those countries so that the stars would have to go to these countries to technically comply. However, it's thought exceptions can be made in the case of stars.

Belgian Time Limit On Screen Kissing

Brussels, Oct. 14.

Belgium film censor commission has been ordered by the Minister of Justice to exercise more severity regarding films intended for universal exhibition.

Kissing must be cut out entirely or cut down to its lowest limit and all love scenes are to be treated 'with discretion.'

Australian Exhibs Would Limit Sharing to 20 Percent of Gross

IC GORRICK

Sydney, Sept. 28.

At a meeting recently held by the New South Wales Independent Exhibitors it was agreed not to slash the admission of one shilling minimum to sixpence.

It was also agreed to seek the elimination of the clause inserted by some distributors in contracts with the big circuits operating in the city which prohibited pictures not be screened in the houses until six months following on the city release.

Exhibitors at the meeting united in strongly protesting against the one shilling per foot slug imposed upon American film. A telegram of protest was sent to the Prime Minister.

W. E. Refunding

Western Electric announces that following a successful appeal to Customs' Department, a refund of six pounds per equipment will be made on all imported motor control apparatus.

A firm of expert accountants will make a complete examination of all duty payments on behalf of W. E., so that exhibitors' equipment will have their refunds allocated so soon as Customs makes the rebate.

Show Business

Business is remarkably good all over town currently. 'Kid from Spain' should stay at least four weeks. 'The Working Man' after

Tropical Co. to Petan For White Indian Pix

Hollywood, Oct. 23.

Tropical Film Co., composed of Gene Owen Hagberg, George Backman and Guy Wilde, is opening studios in Guatemala City and El Salvador to do Spanish pix. Will make three from James Churchwards' books.

First will be in the Petan jungles among the White Indians.

PRINTTEMPS ON FOX CONTRACT

Paris, Oct. 14.

Fox has signed Yvonne Prin-temps and A. Willemets as the latest addition of Artists in a long list of local talent being lined up. Willemets is generally considered the best writer of musical comedies in the country.

Fox also has Yves Mirande in the fold for writing purposes.

Undecided just what will be done with Prin-temps, but Fox would like to use her in a special big musical, probably under Eric Pommer handling.

BELGIAN PLAYERS BURN OVER RULES OF FRANCE

Brussels, Oct. 14.

At a general meeting of the Belgium Union of Artists it was decided that, unless satisfaction were obtained regarding the employment of Belgian artists in France, demonstrations would be made in all theatres where French actors and actresses are appearing.

It was stated that before being allowed to accept a date in France a Belgian had to have a legal domicile there; furnish a certificate of residence (cost about \$3), another from the employer (\$1.50), and a vaccination certificate; and be medically examined.

Dossier that he had to go to the ministry of labor and might or might not come back.

Only way to work in France, said one artist, was to ignore regulations and submit to expulsion when discovered.

SOLD FOR BRITAIN

J. H. Hoffing Co. has sold the entire 1933-34 Eclairon Royer product to Interworld Films, Ltd., for British distribution.

Fifteen pictures in the deal.

a grand run, will be replaced with 'The Good Companions'. 'Tugboat Annie' is setting a nice pace and figured to stay. 'Tell Me Tonight' has now entered into fourth month. 'Radio Parade' is going third week and likely to go into fourth.

Stage Shows Growing

Revue appears to be fast coming back into strong favor over here. At one stage this type of entertainment died right away, but is now making top grade.

Units currently operating include Ella Shinn, Coy Joe Marks, Coy Ernest Rolle, with two units, Jim Gerald Coy and another new unit by Connors and Paul, with Charles

(Continued on page 63)

GASNIER'S PAR PARIS PROJECT LOOKS COLD

Paris, Oct. 14.

Looks like Paramount's production projects for Paris are off again. Louis Gasnier was supposed to go into Joinville to make four French talkers for Par distribution, but it's understood now the deal is off, with Gasnier likely to land in the Fred Bacoo unit of Fox local production company.

Nothing set one way or the other yet, but Gasnier has been here for a couple months and unable to get started for Par. Insisted that Gasnier was supposed to raise his own money for the Par productions but quite get enough from his backers.

Canty Called to Prague as Native Trade Foresees New Film Shortage

Chili Studio Hot

Los Angeles, Oct.

Gerhold Davis, who operated the Mayan here for three years, is in Valparaiso, Chili, endeavoring to build a studio for the production of Spanish pix.

IN SPAIN THEY LOCK UP CHISELLING MANAGERS

Barcelona, Oct.

Juanito Pons, manager and impresario of the Theatre Victoria of Barcelona, cooled his heels in jail one recent night. By this token one of the favorite pastimes of some of Spain's producers got a setback.

It all happened because Pons signed a contract for the company that was to open at the Principal Palace in the first days of October when that theatre was destroyed by fire. He forgot to tell his resident musical stock company of a change in plans.

This is the first time on record in Spain that the combined unions of artists, stagehands and musicians have won a victory.

Pons was charged with not fulfilling the contracts of his own stock company, and with fraudulent evasion of his responsibilities. The performers also charged him with having paid a claques to him. After a night in jail he promised to pay up the full amount called for by the contracts, also to send his own company on the road for at least a month.

46 Nations Open Door To 'Cultural Pictures'

Rome.

By the convention pact signed at Geneva by 46 countries, they agree to admit free of customs or other duty films of an educational and cultural character.

The accord has been chiefly secured by the efforts of the Rome Institute of Educational Cinematography.

The delegates of the 46 nations represented decided that the Rome Cinema Institute should release certificates guaranteeing the educational nature of any film the makers of which desire it to pass frontiers free of duty.

Copies of cultural films are to be sent to the Institute in Rome for examination. If they are judged to be of a real educational character, the Institute will issue a certificate which will pass them duty free practically all over the world.

Dr. Luciano De Feo, director of the Institute, had a large share in preparing this accord and securing its acceptance.

Capitalize Film Row

New attempt to raise a rumpus on Eisenstein's Mexican picture will be tried by the Europa, New York suresteater, which reopens in a couple weeks after a dark summer.

House has booked in 'Thunder Over Mexico' to open. Same time as the picture is shown, will be a couple reels of extra stuff clipped from the film. It was this cutting which caused discussion from Eisenstein enthusiasts.

Immediately afterward theatre goes back to its foreign language film policy.

Schneider Scouting

Paris, Oct. 13.

George Schneider, American distributor of foreign language films, is here looking over the current crop of European talkers.

Expected to visit Central Europe also before returning to New York.

Banks' Rome Deal Off

Rome, Oct.

Monty Banks has gone back to London, and it looks as if the plan for producing films here in English and Italian is off.

It is understood the Cines Co. here made objections to Banks making films in Italian.

Prague.

Canty, American film representative, in Central Europe, is here again conferring with the Government on the troublesome film laws. Government asked him to come and promptly.

Getting more and more difficult to see light here. Film regulations were never published or announced openly, that no one (outside of the Government) has a very clear notion of just what the situation is. One thing is certain. Americans in April, 1932, found the laws too drastic for continuance of business, even without a knowledge of the full details and so walked out. They're still out and intend to remain so until made easier.

With the Americans out Czechs turned somewhat to Germany and got busy, at the same time developing their own industry. Germany's situation, however, was too much, so the Czechs were left completely on their own. Looked almost like they could get away with it for a while, too, but now internal troubles have them worried.

Leader Under

Ludwig Kanturek, one of the leading Czech filmers, was arrested on Sept. 23 charged with violating certain internal statutes. Thing was kept secret but has leaked. Seems that Kanturek was playing the game, or so it's charged; that is forbidden to foreigners. Under various pretexts, such as raising invoice numbers, it is charged, he shipped considerable cash out of the country.

There are also similar rumors about two other important film men, both of whom are supposed to have fled the country. One of them owns a chain of film houses.

Whether any of these charges against these or other men are true or not, or can be proven or so, there is an undeniable nervous tension in the air. Government circles are now convinced that the Americans mean business and won't be bribed or coaxed back except by complete relinquishing of duty and quota laws. Therefore, the sudden official call for Canty is arousing more hope than any of the previous official confabs on the matter.

SIR BEN FULLER TOO LATE FOR ZEP TRIP

Sir Benjamin Fuller will have to go back to his native Australia via boat. He wanted to fly, using the Zeppelin, Thursday (26), for the European tour, and commercial planes from there on, but waited too late to get a seat in the big airship.

Since no seats are available Sir Ben will linger in New York couple of weeks longer, allowing his general manager, Bill Douglass, that much more time for recuperating purposes, the two going back home together.

Col Takes 1, Majestic Acquires 3 B. I. Pix

Arthur , head of British International, has arranged for American release of his four pictures made with U. S. talent abroad. One goes to Columbia, and Majestic Pictures will distribute the other three. Dent left New York Thursday (19), immediately after closing the deals.

Columbia's BIP is 'The Song You Gave Me', starring Bebe Daniels. Pictures taken by Majestic are 'You Made Me Love You' (Thelma Todd and Stanley Lupino), 'I Spy' (Ben Lyon and Sally Eilers) and 'Head We Go' (Constance Cummings). Latter picture will be retitled 'She Knew What She Wanted' for the U. S.

Captain Harold Auter has been named BIP's New York agent for future deal purposes.

Yes, Sir! FOX manpower comes through again!
DECEMBER, JANUARY, FEBRUARY
RELEASE DATES NOW!



● *Again the only company to do it. Great...Isn't it? Those dates will be met, too ... titles, stories, casts, directors! Because the FOX studio realizes what definite dates mean to you as a showman and a business man. Sound showmanship...that's the way FOX manpower operates. Going steadily, aggressively forward. Minding its own business and boosting yours. More than keeping its promises ... by taking good pictures and making them great!*

Now...

AIMED AT THE 3 BIGGEST

THIRTEEN pictures specially produced and dated for the holiday and winter season. Check over each one...

CLARA BOW

again rises to dramatic heights in

HOOPLA

With Preston Foster, Richard Cromwell, Herbert Munchie, James Gleason, Minna Campbell. Directed by Frank Lloyd.

At Rockett production.

Released November 30th

SMOKY

WILL JAMES' great story with

VICTOR JORY

Irene Bentley, Will James

Released December 8th

I AM SUZANNE!

starring delightful

LILIAN HARVEY

with GENE RAYMOND
LESLIE BANKS

The Teatro del Piccoli and The Yale Puppeteers.
Directed by Rowland V. Lee.

Jesse L. Lasky production.

Released December 22nd

I WAS A SPY

MADELEINE CARROLL
HERBERT MARSHALL
CONRAD VEIDT

Released December 15th

WILL ROGERS

with a new hilarity high as

MR. SKITCH

with ZASU PITTS

Rochelle Hudson, Florence Desmond,
Harry Green. Directed by James Cruze.

Released December 29th

AS HUSBANDS GO

with

WARNER BAXTER

Helen Vinson, Warner Oland
Catharine Doucet

From Rachel Crother's stage smash
Jesse L. Lasky production.

Released January 5th

7 LIVES WERE CHANGED

Heather Angel, Norman Foster,
Herbert Munchie, Ralph Morgan.

Released January 12th

MONTHS OF YOUR YEAR!

FRONTIER MARSHAL

with
GEORGE O'BRIEN
Irene Bentley
Released January 26th

FOX MOVIE TONE FOLLIES

Janet Gaynor
Lillian Harvey **Warner Baxter**
Lew Ayres **Spencer Tracy**
James Dunn **Sally Eilers**

Heather Angel, John Boles,
Norman Foster, Victor Jory,
Herbert Mordin, Preston Foster,
Florence Desmond, Rochelle
Hudson, Harvey Stephens, Sid
Silvers, Mona Barrie, Miriam
Jordan, Dixie Frances, Claire
Trevor, Wini Shaw, Stepin
Fetchit. Plus Girls! Music!
Novelty! Story! Lew Brown
production.

Released February 2nd

JANET GAYNOR
LEW AYRES
LIONEL BARRYMORE
HENRIETTA CROSMAN

THE HOUSE OF CONNELLY

with Stepin Fetchit
A Henry King production.
Released January 19th

WOMAN AND THE LAW

Victor Jory **Claire Trevor**
Howard Lally
Released February 9th

ALL MEN ARE ENEMIES

Here, unquestionably, is one of the
year's great pictures. A best-seller
on two continents... exultant with
the sheer joy of living... glorified
by the most beautiful romance ever
attempted on the screen. An excep-
tional cast is being chosen.
Al Rockett production.

Released February 16th

STRANGER IN THE NIGHT

Victor Jory **Heather Angel**
Miriam Jordan
Directed by Irving Cummings.
Released February 23rd

What do you say?

RIGHT... Even stronger than that FOX first quarter smash

And it takes some going to outshine hits like "My Weakness," "Berkeley Square," "The Power and the Glory," "Dr. Bull" and "Paddy." FOX manpower—"not crowing, just growing"—makes this possible. And FOX manpower is proving daily that *only* such an organization can *guarantee* you *consistently* great product ... *delivered on time*. Be smart ... join that ever-swelling group of happy FOX exhibitors ... and "**Put It Here!**"

HOOPLA
Released Nov. 30th

SMOKY
Released Dec. 8th

I WAS A SPY
Released Dec. 15th

I AM SUZANNE!
Released Dec. 22nd

MR. SKITCH
Released Dec. 29th

AS HUSBANDS GO
Released Jan. 5th

7 LIVES WERE CHANGED
Released Jan. 12th

HOUSE OF CONNELLY*
Released Jan. 19th

FRONTIER MARSHAL
Released Jan. 26th

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Released Feb. 2nd

WOMAN AND THE LAW
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ALL MEN ARE ENEMIES
Released Feb. 16th

STRANGER IN THE NIGHT*
Released Feb. 23rd

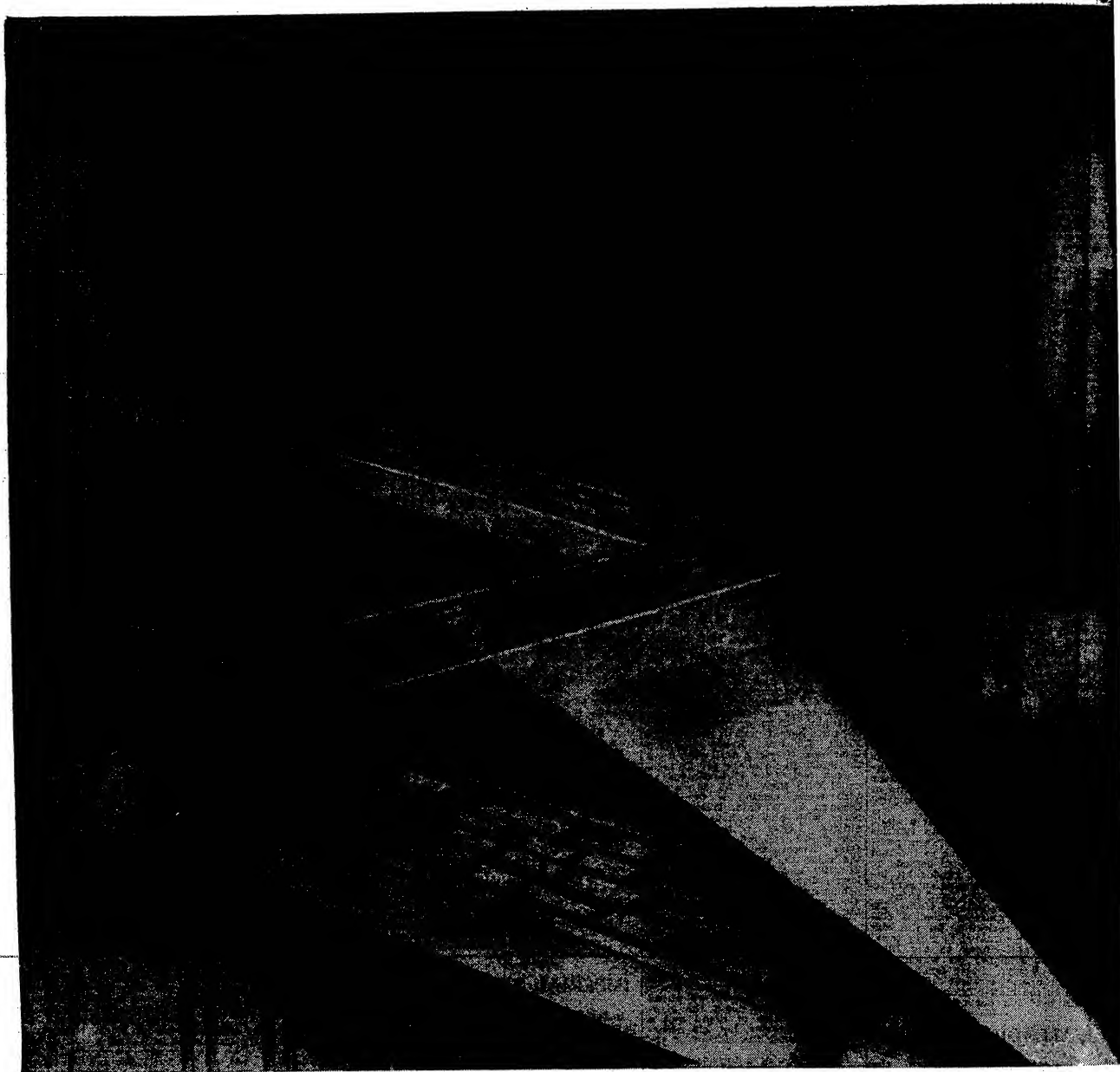
* Tentative Title

JOIN THE UPSWING WITH **FOX**

On this end because the particular
NRA short smacked of newsreel
character, looked like overdone
An Aesop Fable, 'Barking Dogs' is
the other short. Shan.

Whether in peanuts or entertainment this theatre is meeting that situation with the biggest show barn in town today. For their 25c the patrons get 100 minutes of stage show and vaudeville besides a feature and supplementary shorts. The answer is that early Sunday when at 1 o'clock, 30 minutes be-

(Continued on page 25)



- | | |
|--------------------|----------------------|
| 1—Aline MacMahon | 14—Philip Faversham |
| 2—Mary Astor | 15—Marjorie Gateson |
| 3—Margaret Lindsay | 16—Sidney Toler |
| 4—Guy Kibbee | 17—Oscar Apfel |
| 5—Patricia Ellis | 18—Theodore Newton |
| 6—Donald Cook | 19—Henry O'Neill |
| 7—Jean Muir | 20—Alan Mowbray |
| 8—Allan Dinehart | 21—Willard Robertson |
| 9—Anna Q. Nilsson | 22—Wallis Clark |
| 10—Gordon Westcott | 23—Clay Clement |
| 11—Jackie Searle | 24—Doug Dumbrille |
| 12—Arthur Hohl | 25—Mickey Rooney |
| 13—William Janney | |

A First National Picture.
Directed by Mervyn LeRoy.
Vitagraph, Inc., Distributors



..... TOMORROW

THE WORLD CHANGES

its opinion of the dramatic power of

PAUL MUNI

and these 25 other important players in

WARNER BROS. *successor to "I Am A Fugitive"*

EXPLOITATION

By Epes W Sargent

Two-Color Ad

Most modern web presses have a two-color installation, but this is seldom used by advertisers, since it entails an additional charge. Homer Garvin of the Rivolt, Hastings, Neb., sends along the first example from his territory and writes that in point of admissions only the 'Singing Fool' and 'Gold Diggers of 1933' exceeded the record of 'Too Much Hot Emotion' for which the stunt was employed. Better still, the idea brought the theatre to the attention of many who ordinarily would not have come.

He produced an exceedingly tasteful layout, with the color sparingly used for the best effect, with the result that he got a two-color advertisement and not merely a red smear. It set off the display more than can be realized by those who have not seen a sample, and since it was the first use of color in his territory, it was at least a couple of days' wonder. As compared with the usual black and white, the attention value is increased at least 10 times.

The gag was backed up with a disc broadcast over the local station and a special front with cutout figures and pennants. When a knocker-out, query the local paper about red ink, but don't use too much of it. The real function of color is to touch up the black, not to overwhelm it.

More Mimeo

Playhouse, little theatre of the Henry street settlement, New York, uses the mimeograph to print its announcements, and offers a neat job of lettering with a crude though spirited drawing. Plaintiffs and agents are overlooking a good bet in not using the mimeo where printing costs are beyond reach. The Robin Hood theatre, Arden, Del., an army summer theatre, will use a complete season's advertising with a mimeo and regulation postcards and enhanced the value of the work with a dash of color here and there put in by hand with wax crayons. Where the edition is under 1,000 copies it is possible to do the work quickly and well. More can be run off if required.

Where the run is small there is the still simpler device, the hectograph, which will yield about 100 good copies and can be reworked for a new transfer. This provides for as many colors as desired with one impression through the use of different inks. A hecto-made hectograph may be acquired with the purchase of a square tin baking dish and a couple of pounds of printer's roller composition. The store device sells from \$1.50 down and are in easy reach.

Used A.D.T.

Arthur Cohn, publicity man for the Earle, Philadelphia, has a liking for distribution of throwaways. The messengered-of-the-usual hit or miss system of boy carriers. He has it figured that an enveloped message with 'Delivered by Western Union Messenger' carries more dignity that gets a more favorable reception from the readers.

No effort is made to suggest that the enclosure is a wire. No copying of the telegraphic form. It's just a straight throwaway, but the messenger uniform and the legend on the envelope seems to give the circular a dignity not to be achieved by mail box stuffers.

His latest sample is on 'Solitaire Man', with the manila envelope printed on 'Look, I've got a trick. But your windows. The Solitaire Man is coming!!!!' That seems to turn the trick.

But the circular itself is attractively printed, with six of the diamond shaped cuts from the press-book, each with six lines of descriptive matter that tend to sell the story better than plurge lines.

Building 'Bowery'

New Haven. Vernon Reaver, at the Palace, is showing the town what can be done in the line of exploitation. Reaver is 'The Bowery' and Reaver is using a flock of stunts—some old, some new—starting with a buildup campaign two weeks ahead and continuing right up to the time the customer is seated.

Two days before opening, Reaver planted two couples in rowdy costumes at the bar in the lobby. Reaver and drew plenty comment. Opening day, couples switched to top of an old-time horse drawn beer truck—made the rounds of the neighborhood. Outstanding feature of truck was line-up of barrels, with one letter on each barrel, to spell out 'The Bowery' from either side of truck. Truck with brewery furnished truck and also drew 24 inches of photo space in brewery news adv.

At the theatre, fans were greeted by entire parade from sidewalk barker through doorman to ushers, in Bowery outfits. Costumes were

the talk of the town. Bowery illusion was even carried to the point of head usher directing in-coming to the lobby.

On top of all this, Reaver ran scoreboard advs. after picture was on its way—17,000 people can't be wrong and 29,000 New Haveners have been 'The Bowery', etc. Campaign clicked from start.

Busted Beer

Rochester. A good publicity stunt at Loew's Rochester theatre went wrong when James F. Duffy of the State Beverage Board said a bar serving free beer in the lobby better close. Such a feature did not come under the Board regulations, he said. While open the bar and the theatre did a rushing business. It was rumored that rival brewing companies put pressure on the officials for fear that the Standard, which was serving the free beverage, was getting too good publicity.

Identification

Irving Blumberg of the Stanton, Phila., pulled a nice one for 'Bureau of Missing Persons.' Stressing need for identification, he offered to finger and footprint all babies brought to the theatre in the afternoon during the picture's run.

Offer was taken up by the newspaper and first day his assistants had to print more than 200 youngsters. The equipment was borrowed from the police department. Where there is no possible to borrow from the police, a glass or marble slab, lightly inked with printer's ink can be used. Fingers are pressed on the slab and then a sheet of paper. Ink can be removed with gasoline or a flame-proof cleanser.

Idea offers a strong talking point, since there is a drive for universal finger printing and which does not appear to have been instigated by Warners. Newspapers will fall for the idea when they pass up the average stunt.

For Thanksgiving

For the week preceding Thanksgiving a theatre is planning to give mezzanine space to a six-place table set for the Thanksgiving dinner. It will be supplied by a local store which plans using novel place cards, table decorations and glassware in the layout. Store will supply girl, ostensibly to answer questions, but actually to keep an eye on the flatware.

Store will have a side display of other novelties to avoid overdressing the table, and it is anticipated that the store ads will work up sufficient interest to draw women to the theatre to get an eyeful of the latest.

Store could make a similar display in its own windows, but it figures that the theatre's spotting and lend an attractiveness that a cold window display would lack.

Now the manager is figuring on another display of novelties in fancy groceries to supplement the table exhibit and get some more advertising. It will all help at a time when women have their attention concentrated on the question.

Print Mono News

Los Angeles. Monogram exchange here has inaugurated a monthly paper for its staff and customers. Sheet, 'Monogram News', is edited by Billy Leyser, who concentrates on production news and a page of cuts from advertising material available.

West Got Plugs

Fort Wayne. Manny Marcus, general manager of the Quimby theatres reports that his campaign for the new Mae West picture, 'The No Angel', received more unsolicited plugging than any other picture he has worked on. One of the dailies carried the star's name in a streamer across its syndicated Hollywood column, four times preceding opening. Department stores used her name frequently in announcing local style shows. In the Embroid theatre, where the film played, cut-out letters greeted patrons going to balcony with the famous 'Come Up and See the Latest Gulp.' A midnight preview opened local run.

They Fall for Brodie

Hartford. Manager C. J. Brennan of the Capitol, for the 'Bowie' went to the files of the Hartford 'Times' dating back to 1888 and sought out the story of Steve Brodie's dive from the Brooklyn bridge. Local publicity fell for a two-column story and five pictures as a feature. Another stunt for the 'Bowie' included the importation of old-time, 40,000 'Police Gazette' throwaways, beer in the lobby, and exploitations and displays in saloons.

Scared 'Em

J. C. Furman, advertising director for Loew's over Newark and New Jersey, evolved an effective and comparatively inexpensive means of attracting attention to 'Turn Back the Clock' at its recent engagement at Loew's Jersey City.

He inserted inch ads in the papers which, minus cover for picture, read: 'Turn back the clock at 12 tomorrow.'

Published the day before picture went in, people called up the picture to do with daylight saving, some new regulation or something, papers being required to tip that it was the name of the picture coming to Loew's. Some of the papers carried stories on it as a result.

This Tops It

In a recent issue the Literati page carried a story on the difficulty the papers out on Long Island experienced in obtaining press material from the theatres. Plenty of space and the paper glad to run any reasonable blurb free, but the press agents too lazy to clip from the press books.

To top this a newspaperman east of Brooklyn cites the fact that he had been contacted with a 25c top, sends the newspaper a review pass good for one day only and carrying a service charge of 15c. In other words the theatre is willing to rebate a dime on the price in consideration of getting a write up. Now top that.

Made Talk

Lincoln, Neb. Out here on the rim of the prairie a lot of technical experts on what the cowboy's horse ought to wear were slightly shocked at the pub stunt used for the Colonial for 'To the Last Man.'

Had the very ordinary thing of a pseudo-cowpuncher wearing fluffy wool chaps riding a horse around through the streets with a sign on his back. The payoff came when the horse was found to be wearing an English riding saddle and bridled with the variety of reins four times. They just don't breed that kind of cowhand out here. Maybe it was done intentionally—anyhow it's exciting a lot of comment.

BEHIND the KEYS

San Diego. Ted Rockwell new manager of the Stockies, replacing Al. Fox. Lou Metzger still owning and managing.

Mason City, Ia. Harold Aldinger, succeeding La Verne Bakeman.

Los Angeles. Fox West Coast made following changes in managerial and theatre appointments: At the California, S. P. Naus as manager, Nautica replaced by Louis Schaefer, the Imperial Aldrome, El Centro, closed and the Valley reopened, Frank Record, manager.

Elmira, N. Y. Monroe Schram, four years manager for WB in Freehold, N. J., comes here to handle Strand.

Denver. Del Rio at Las Cruces, N. M., Fox Wesco house, blown, robbers got \$350 and escaped. Rio Grande reopened Nov. 1 and will replace the Del Rio, which has been in use since the former was badly damaged by fire.

Hornell, N. Y. Non-suit was granted. Fred Gerber, owner of the Palace, Corning, N. Y., against E. R. L. Gerber asked \$705 damages for loss of revenue after he had been ordered to remove equipment, which he later ordered removed. Part of the amount asked was for labor hired by plaintiff to remove equipment and for storage of same after removal.

Corona, L. I., N. Y. Skouras' Granada reopened after dark some time. Charles Mann manager.

Franklin, newest of Century circuit, opened. Harry Cull, new manager. Loew's Valencia, Jan. 1, succeeding Allan Robertson.

Newark. William H. Dickenhorst, John W. Gaven, and William Fitzgerald and Newark and Irvington are planning to build the Forest Hill Theatre on Mt. Prospect avenue near Heller Parkway. This is at the edge of the high-class residential section of

Warners Own Centuries of Progress Lobby Ballyhoo for 'World Changes'

Really New

Something new in picture advertising was recently gotten out for the Strand theatre and Steel Pier, Atlantic City. Its title is 'Your Atlantic City Motion Picture Guide,' and between covers are 64 pages of general information and a pretty complete roster of the pictures to be played this season, not offered as a mere listing, but with a narrow column of biography of the featured player and a second column, slightly wider, of descriptions of the play. No dates are assigned, the idea being to provide the reader with the information to turn to when each picture comes along, the book serving as a permanent advertisement from now until next spring.

Neatly printed, it makes a handy and slightly little volume and reflects real credit on Frank D. Gray, Geo. F. Weiland and F. Mortimer Lewis, who engineered it.

Air Aids

Larry Cowan, publicizing the Albee, Brooklyn, made a neat double tieup with radio station WBBQ and the Brooklyn Times-Union. Theatre will broadcast a half hour program every Thursday eve as sponsored by the newspaper. Nobody paying anything, except that the theatre pays a charge of \$100 a week for behind the stunt in a big way with 100 trucks plastered with big announcements.

West in NRA

Hartford. A cute sweat thing dressed to imitate Mae West was mounted on a buggy in the Hartford NRA parade and it was a novelty to behold. The driver, a woman, sat on the side and whispering and some singing it out loud 'Come up and see me sometime' to hear the comers. 'Sure, I'm No Angel.' The stunt by Louis Schaefer, Allyn theatre manager.

Newark near the Mt. Prospect was closed in recent years. It will cost \$600 and cost \$100,000. Guernsey-Wheeler is the architect. Plaza, Englewood, a Skouras house, reopened Columbus Day, after being renovated. Vincent Lorenzo manager.

Pittsburgh. Edward R. Moore has been named district manager for Warners in Pittsburgh. He was for the past year city manager at Johnston, Pa., for Warners and prior to that was with the Nathan Appell. Pa. Joseph in Pittsburgh, who resigned.

Flock of managerial shifts in Pittsburgh by WB brings two new men to town and results in switching of five others to new spots. Abe Halle, formerly at Winter Garden, in a New York office, is to take over Harris Tarentum, succeeding Jack Williams resigned while Frederick Thomas also of New York, gets the Knight, nabe deluxer in East Liberty.

Frank Roberts goes from Enright to Schenley, Harry Thomas from Schenley to Regent, George Bronson from Regent to Victoria. In Wheeling, W. Va.; Harry Frazee, Jr., from Kenyon to Cameraphone, and Bill Shell from Regent to Kenyon.

Birmingham. Majestic, Crichton, operated by Locke, Solen and Claude McCrary after long dark. Work started on new house on Dexter avenue, Montgomery, according to Ike Katz of the Tirolli.

San Francisco. Flock of Columbia executives are around the local Columbia exchange and will stick here for an indefinite time. Jerome Sarnoff, western division sales manager; Joe Merrick, western short sales chief, and Barnett Briskin, home office auditor, are the visitors—being hosted by Jack Tillman.

San Francisco. Hugo Strickland, manager, and William Drummond, booker, are out of the Allied exchange. Mickey McManus, previously with Exhibitors' Screen Service in Los Angeles, replaces, doubling into both jobs. May put on a salesman later.

Appreciating the drag of the cartoons, both on the screen and the sign writer maintains its own weekly cartoon strip, which is the star feature of the kid matinees. Most of the material is supplied by the children themselves, with much of this drawn from their own

With several elaborate campaigns to beat, Warner Brothers is working hard for Paul Muni in 'The Sign of the Cross.' It already has been revealed to New York, including a teaser campaign of unusual fervor in the daily papers the past week, but the big noise will be unreel at the opening tomorrow (Wed), when the lobby of the Hollywood theatre will offer an exhibit of the world's changes that constitutes a miniature world's fair in itself. Charlie Einfeld has had his entire staff on the job for weeks, and there has been collected a fine exhibit.

The big noise will be a television demonstration in which Hal Wallis will write a letter of congratulation in his Burbank office which will be scanned by the television in New York theatre. It will be addressed to Harry Warner. Following this demonstration, a girl in one corner of the lobby will write a sales copy message which he shall read on the screen, the sending and receiving devices being situated on opposite sides of the lobby.

Building up the change kick there will be shown the Postal Telegraph instrument and the current model. Other similar contraptions are provided by the 'first auto and a 1933 design with mode of the French line's first, a sidewheeler. The first and a modern mimeograph will be on display with the latter model reproducing a sketch of Muni which will be given to the visitors as a souvenir. The Edison Co. will also demonstrate the changes of time with a light exhibit. On the sign will show the Indian smoke signals, among the first long-distance signaling methods, and the laying of the first railroad.

Not at all the least of the display by Chase & Sanborn of coffee from the bean to the cup; but that will provide coffee for the customers, so it's in. There will also be a display of one of New York from the times of Peter Stuyvesant. Rand McNally will exhibit a globe of the world said to be valued at \$750, and there will be shown the earliest and latest typewriter models.

For outside work the knock-out will be a parade of autos from the General Motors motor show. The parade will come in under their own power and will show cars from 1901 to 1933, one car from each year's output. These will parade Broadway on their way to the opening in front of the theatre for the opening.

The theatre front will be copper on black—copper because that metal is typical of the locale of the play, and black as the best background. Both the Hollywood and the cloned Warner theatres will have fronts and signs, and on the top of the building a balloon-shaped sign on which news messages will be flashed.

One of the newspaper stage-grabbers will have the first aerial train. A horse-drawn tow four gliders, each with a passenger. A single glider has been used before, but never a train.

Other stunts in plenty, but that gives the general idea.

Men Only for West

Unusual amount of advance publicity reaped by Mae West gives an exhibitor opportunity to make extra dollars. Omaha Paramount sought to do this by scheduling extra hour showings, one a midnight show and another an early morning performance. As an added incentive the advertising line of sex was increased by setting aside the midnight screening for men only, and allowing only girls at the morning show. This allowed a tremendous opportunity to make interesting ad copy along the line of drawing males to a get-together with Mae, exclusive of other fans, which arrived at the station along with the chance to see just how Mae does it. Charlie Schaffer, publicity man, went farther and served coffee and rolls to the girls.

As extra inducements for the midnight show, each male was given an autograph of sex was given along with a candy kiss from Mae herself.

Own Cartoons

Appreciating the drag of the cartoons, both on the screen and the sign writer maintains its own weekly cartoon strip, which is the star feature of the kid matinees. Most of the material is supplied by the children themselves, with much of this drawn from their own

(Continued on page 29)

THRILL DRAMA RIPS LID OFF SNATCH RACKET

● Alert FOX manpower first with smash hit showing aroused public's finish fight with kidnap gangs... front-paged by every American newspaper!

● Amazing inside angles on dastardly methods of ransom racketeers... based on actual kidnap cases!

● Timely drama that hits home...and box office!

● Absorbing thrills guarantee sure-fire preferred-time clean-up for any man's house!

EVERY NEWSPAPER IS A
HERALD FOR YOUR SHOW

**THE MAD
GAME**
SPENCER TRACY
CLAIRE TREVOR
RALPH MORGAN

Directed by Irving Cummings



JOIN THE
UPSWING WITH



FRAGG

Comparative Grosses for October

(Continued from page 11)

NEW HAVEN

Sept. 21	Sept. 28	Oct. 5	Oct. 12
PARA-MOUNT (2,245; 35-50) High. \$21,000 Low. 2,600	Big Executive and Done Him Wrong \$5,100	Day and Age and Splendid Folly \$4,900	3-Cornered Moon and To Last Man \$6,200
PALACE (3,040; 35-50) High. \$20,000 Low. 4,200	Masquerader and Cocktail Hour \$5,200	Chan's Greatest Case and Dr. Bull \$5,500	Lady for Day and Ladies Must Love \$5,000
SHERMAN (2,200; 35-50) High. \$18,000 Low. 1,500	Good-Bye Again and Man Who Dared \$4,200	Missing Persons and Rafter Romance \$5,500	Loved a Woman and Dance, Girl, Dance \$7,300
			One Man's Journey and Midshipman Jack \$6,200

DETROIT

Sept. 21	Sept. 28	Oct. 5	Oct. 12
MICHIGAN (4,040; 15-25-35-40-50) High. \$58,100 Low. 6,800	Torch Singer \$14,000 (Stage Show)	Penthouse \$25,000	Ladies Must Love \$18,500 (Ted Lewis on stage)
FOX (5,100; 15-25-35-40-50) High. \$50,000 Low. 4,000	Sing, Sinner, Sing \$25,200 (Crazy Quilt on stage)	Paddy \$19,000	Shanghai Madness \$33,000 (Marcus Show on stage)
FISHER (6,400; 15-25-35-40) High. \$25,000 Low. 3,200	Sunday Afternoon \$6,000	Pilgrimage \$3,300	Penthouse \$5,600
			Solitaire \$5,700

PHILADELPHIA

Sept. 21	Sept. 28	Oct. 5	Oct. 12
EARLE (3,000; 10-35-45) High. \$27,000 Low. 10,500	Good-Bye Again \$13,000 (Vaude)	No Marriage Ties \$12,000	Her First Mate \$14,500 (Thurston on stage)
FOX (3,000; 35-55-75) High. \$41,000 Low. 10,500	Dr. Bull \$19,000 (Stage Show)	Chan's Greatest Case \$15,500	Power and Glory \$18,000
STANLEY (8,700; 35-45-65) High. \$37,000 Low. 4,000	Morning Glory \$22,500 (Stage Show)	Torch Singer \$19,000 (Ethel Barrymore on stage)	One Man's Journey \$19,500
			Lady for Day \$19,200

PROVIDENCE

Sept. 21	Sept. 28	Oct. 5	Oct. 12
LOEW'S (3,200; 15-40) High. \$28,000 Low. 2,500	Masquerader \$14,300 (Vaude)	Penthouse \$15,000	Beauty For Sale \$19,000 (Mills Bros. on stage)
MAJESTIC (2,200; 15-40) High. \$30,000 Low. 10,000	Paddy and Neighbors' Wives \$5,500	Voltaire and Charlie Chan \$9,000	Dr. Bull and Good-Bye Again \$4,500
PARA-MOUNT (2,200; 15-40) High. \$18,000 Low. 2,200	Day and Age and One Year Later \$4,000	Tarzan and Sunday Afternoon \$6,000	Torch Singer and Avenger \$8,500
ALBEE (3,500; 15-40) High. \$20,000 Low. 2,600	No Marriage Ties and Brief Moment \$4,000	Lady for Day and Flaming Gold \$4,900	Rafter Romance and Midshipman Jack \$5,500
			Loved a Woman and F. P. 1 \$4,500
			To Last Man \$9,000
			Ladies Must Love \$3,000
			Deluge \$3,000

DENVER

Sept. 21	Sept. 28	Oct. 5	Oct. 12
DENHAM (1,500; 25-30-40) High. \$10,500 Low. 2,000	World Gone Mad \$4,500 (Stage Show)	Song of Songs \$9,500	3-Cornered Moon \$10,500 (New High)
DENVER (2,000; 25-30-40) High. \$27,700 Low. 3,200	Masquerader \$5,000	Beauty For Sale \$2,500 (6 days)	Dr. Bull \$6,000
ORPHEUM (2,000; 35-40-55) High. \$20,000 Low. 3,750	Turn Back the Clock \$6,000	Paddy \$14,000 (Stage Show)	Loved a Woman \$12,000
PARA-MOUNT (2,000; 25-40) High. \$22,000 Low. 1,700	Man Who Dared and Shanghai Madness \$2,500	Shanghai Madness \$2,700	Midnight Mary \$3,000
			Ladies Must Love \$2,500

WASHINGTON

Sept. 21	Sept. 28	Oct. 5	Oct. 12
EARLE (3,424; 25-35-50-60-70) High. \$27,000 Low. 6,000	Sunday Afternoon \$12,500 (Vaude)	Torch Singer \$16,000 (Phil Spitalny on stage)	Blue Room \$18,000 (Barbara Stanwyck on stage)
FOX (3,434; 15-25-35-50-60) High. \$41,500 Low. 11,000	Dr. Bull \$24,600 (Vaude)	Day and Age \$17,600 (Boswell Sisters on stage)	Big Executive \$14,000 (Street Singer on stage)
KEITH'S (3,530; 15-25-35-50-60) High. \$20,000 Low. 3,700	Bitter Sweet \$6,800 (6 days)	Lady for Day \$12,500	Lady for Day \$12,500 (6 days)
PALACE (2,303; 15-25-35-50-60) High. \$29,300 Low. 6,000	Paddy \$11,500	Pilgrimage \$8,000	Stage Mother \$8,000
COLUMBIA (1,500; 15-25-35-40) High. \$9,000 Low. 1,100	Wrecker \$2,000	Shanghai Madness \$5,500	Dr. Bull \$3,000

BOSTON

Sept. 21	Sept. 28	Oct. 5	Oct. 12
KEITH'S (4,000; 25-35-50) High. \$41,200 Low. 6,148	Lady for Day \$11,100	Ladies Must Live \$5,600	Emperor Jones \$19,000
ORPHEUM (3,000; 30-40-50) Hi. \$23,000 Low. 4,000	Turn Back the Clock \$18,500 (Vaude) (Mills Bros. on stage)	B'way to Hollywood \$14,000	Penthouse \$17,500
METRO-POLITAN (4,330; 30-40-50-60) High. \$66,000 Low. 12,500	Sunday Afternoon \$19,500 (Stage Show)	Torch Singer \$22,900	Too Much Harmony \$36,500
			Golden Harvest \$19,000

MINNEAPOLIS

Sept. 21	Sept. 28	Oct. 5	Oct. 12
STATE (2,200; 40) High. \$28,000 Low. 3,900	Song of Songs \$5,500	Paddy \$9,000	Dr. Bull \$9,500
ORPHEUM (2,500; 40) High. \$25,000 Low. 2,200	One Man's Journey \$4,200 (6 days)	Lady for Day \$13,000 (8 days)	Tarzan \$3,500 (6 days)
LYRIC (1,300; 25) High. \$17,000 Low. 1,200	Big Executive \$2,000	Captured \$2,200	Pilgrimage \$1,700
			Turn Back the Clock \$5,000

PORTLAND, ORE.

Sept. 21	Sept. 28	Oct. 5	Oct. 12
BROADWAY (2,000; 25-40) High. \$21,000 Low. 2,900	Heroes For Sale \$12,800 (Stage Show)	Moontlight and Pretzels \$7,500	Penthouse \$6,300
UNITED ARTISTS (1,000; 25-40) High. \$12,000 Low. 1,200	Tugboat Annie \$2,300 (4th week)	Masquerader \$4,700	3-Cornered Moon \$2,400 (6 days)
ORIENTAL (2,000; 35-50-75) High. \$24,000 Low. 800	Captured \$3,200	Headline Shooters \$2,700	Flying Devils \$3,400
			Morning Glory \$3,000

BUFFALO

Sept. 21	Sept. 28	Oct. 5	Oct. 12
BUFFALO (3,600; 30-40-55) High. \$42,000 Low. 9,000	Paddy \$14,800 (Stage Show)	B'way to Hollywood \$10,700	Morning Glory \$13,500
CENTURY (3,000; 35-45) High. \$21,000 Low. 3,200	Gambling Ship \$4,400	Pilgrimage \$4,400	Midnight Mary \$5,700
HIPPO-DROME (2,400; 25-40) High. \$22,000 Low. 3,600	Devil's Love \$5,100	Song of Songs \$9,900	Voltaire \$7,100
	Tugboat \$5,000 (3d week)		Too Much Harmony \$5,100

CINCINNATI

Sept. 21	Sept. 28	Oct. 5	Oct. 12
ALBEE (3,300; 35-45) High. \$33,500 Low. 5,800	Song of Songs \$10,000	Torch Singer \$8,500	Penthouse \$10,600
PALACE (2,000; 35-44-60) High. \$28,100 Low. 4,500	Big Executive \$8,500 (Vaude) (Al Trahan on stage)	Moontlight and Pretzels \$12,000 (Lillian Miles on stage)	Brief Moment \$5,600
LYRIC (1,394; 35-45) High. \$23,000 Low. 3,300	One Man's Journey \$7,200	Shanghai Madness \$4,000	Dr. Bull \$8,500
KEITH'S (1,500; 30-44) High. \$22,100 Low. 3,200	Jimmy Dolan \$4,000	Missing Persons \$4,700	Day and Age \$5,200
			Loved a Woman \$6,800

SEATTLE

Sept. 21	Sept. 28	Oct. 5	Oct. 12
FIFTH AVE. (2,000; 25-40) High. \$26,000 Low. 2,800	Another Land \$9,900	Dr. Bull \$12,000	Paddy \$9,700
ROXY (2,300; 25-35) High. \$22,500 Low. 4,000	Shanghai Madness \$4,700	Brief Moment \$4,200	Tarzan \$5,200
PARA-MOUNT (3,100; 25-40) High. \$21,000 Low. 2,700	Turn Back the Clock \$5,700	Beauty For Sale \$4,700	B'way to Hollywood \$6,400
LIBERTY (1,900; 10-25) High. \$12,000 Low. 2,100	Destination Unknown and Devil's Mate \$4,000	Life in Raw and Hearts of Humanity \$4,500	Lady for Day \$7,200
MUSIC BOX (900; 25-40) High. \$17,000 Low. 2,100	Voltaire \$4,700	Voltaire \$3,100 (2d week)	Study in Scarlet and Skyway \$4,500
			Morning Glory \$2,500 (2d week)

BIRMINGHAM

Sept. 21	Sept. 28	Oct. 5	Oct. 12
ALABAMA (2,900; 30-35-40) High. \$29,000 Low. 3,500	Paddy \$9,000	Torch Singer \$7,000	Dr. Bull \$8,500
STRAND (800; 25) High. \$5,000 Low. 850	Warrior's Husband \$900	Tomorrow at Seven \$1,100	Sweepings \$1,700
EMPIRE (1,000; 25) High. \$12,000 Low. 800	Elmer the Great \$1,400	Blondie Johnson \$1,300	Heroes For Sale \$1,500
			Big Executive \$1,000
			Mary Stevens \$1,800

STATE-LAKE, CHI.

(Continued from page 19)

fore the vaude show, started there was a line on State street all the way down to Lake. At the close of the stage show at 3 o'clock that same line extended three-quarters down Lake street toward Dearborn. House this week probably will establish a new high in attendance and a record gross.

At the other houses in the loop the opening Sunday business was generally weak, particularly across the street, where they were just trickling into the act Chicago for the Mills Bros. in person. There's a colored unit here, "Shuffle Along." Picture is Arizona "to Broadway" (Fox), practically forced on this house after having been turned down by B. & K. and RKO.

Bulk of the show this week is the colored unit, which is running 70 minutes with four acts preceding as vaude accounting for 30 minutes more. It's an unquestioned entertainment bargain. Entire cost of show, however, is not more than regular shows here, the vaude half being held down to singles and doubles of low-cost, but entertaining. With the opening act being the house's own chorus line in a simple but pretty routine that got the show going nicely. Pickard and Seal next and pie for this house, which was packed with kids. Seal itself does some clever stuff on imitations. Frank Melino and company are another laugh riot, and particularly their rousing finish. Bert and Hickey about their material at the audience. Old-fashioned type of act for the house, but would have a chance if passed with more finesse.

"Shuffle Along" is a typical colored unit, overloaded on chorus and specialty dancing, a sort of work that the audience probably expects. Colored comics use the standard type of comedy arithmetic that seldom misses. A special colored band switches from the stage in the middle of the show and starts the second half of the unit with three long band numbers, too much. One would have been plenty.

EL CAPITAN, S. F.

San Francisco, Oct. 15.

This is one of the few neighborhoods in the country with a stage show of the caliber and variety district. First run pix. It's booked by Fanchon & Marco, and produced by Peggy O'Neill.

Current show marked the homecoming of Jay Brown, m.c., who, after year's absence, is back to continue his previous three-year stay.

Brower is definitely a draw here, and probably one of the most popular personalities in the demonstrative Mission district.

For this return week Brower gave 'em a song, a swell hoke number, some clowning with Pig Smith out of the barrel and a bit of a hoofing with the stock line of Peggy O'Neill's chorines.

Gaudschmidt Bros., with their odd dogs, Howe, Leonard and Alyce, with dancing and comedy; and Chamberlain and Hines with a snappy show as staged by Miss O'Neill.

Business a standout this Sunday night with "Paddy Next Best Thing" (Fox) on screen. Forty-cent pot.

PARAMOUNT, L. A.

Los Angeles, Oct. 19.

It's Herman Timberg and Co. who prove the entire of the stage stage for the Paramount. Two good-looking chorus routines and a novelty band number embellish, but it is the Timberg sure-fire that counts.

Assisted by Jr. Leo Chalzel, Audrey Parker and Oliver Harris, the headliner, does a smooth mixture of comedy, music and that neat Timberg hoofology to swell returns. It's in the latter category that the help of the Timberg fortunes does a loud click.

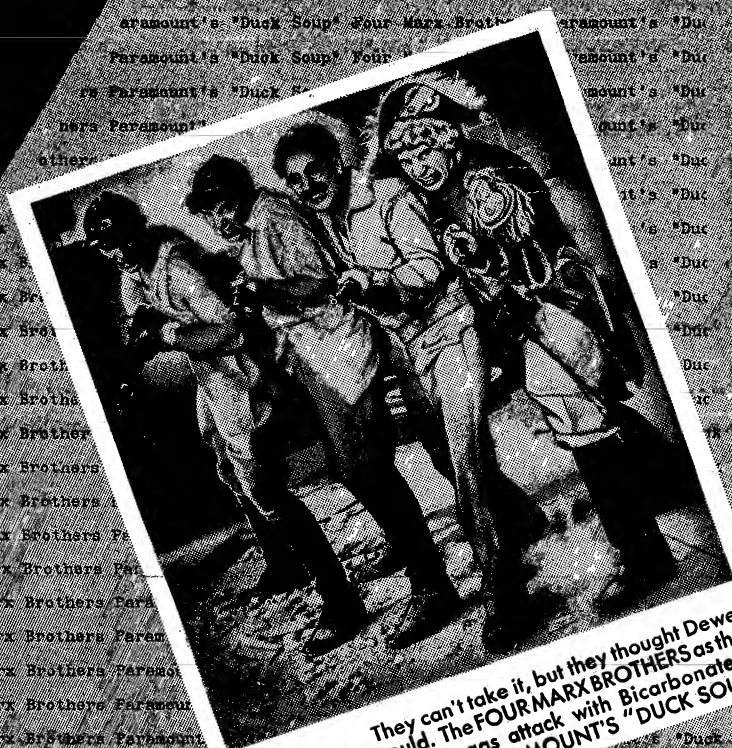
Band opens with a pop, well-caroled by Bobbie Sherwood and Vicki Joyce, refreshing vocal duo. Some numbers, usually funny riffs for a hand drill, follows with an interpolation by Barbara, who combines acrobatic contortions with a trained dog act. She can dance with the song introduction which she now has. It slows her turn, which needs other tightening, but has good applause moments.

George Stoll, returning as band leader, scores with a novel "Big Bad Wolf" number. Skits introduced here are not particularly strong. Show then slows down during Stoll's pop violin number. Following a week after Rubinfon and his socko fiddling, Stoll should have selected some other act.

Timberg act is next to the closer, which is naval flash in honor of navy week. Latter is well done and costumed, but show about and there instead of tacking on an all-on-for-a-bow finale.

Business off opening show. Picture is "Salute to Millions" (J.). Paramount Pictures, newswell and "Hollywood on Parade" complete the bill.

(Continued on page 27)



They can't take it, but they thought Dewey
VANILLA! could. The **FOUR MARX BROTHERS** as they
 repel a gas attack with Bicarbonate of
 Soda in **PARAMOUNT'S "DUCK SOUP"**.

The
**FOUR MARX
 BROTHERS**
in Paramount's
"DUCK SOUP"

Directed by
LEO McCAREY

Comparative Grosses for October

(Continued from page 25)

KANSAS CITY

	Sept. 21	Sept. 28	Oct. 5	Oct. 12
MIDLAND (4,000; 25)	Masquerader \$11,500	Penthouse \$13,500	Beauty For Sale \$3,700	Turn Back the Clock \$3,700
High. \$35,000 Low. 5,100				
MAIN-STREET (3,200; 25-40)	Her First Mate \$14,000 (Vaude) (Abc Lyman on stage)	One Man's Journey \$14,000 (Shuffle Along on stage)	Lady for Day \$12,000	Morning Glory \$5,500
High. \$32,000 Low. 3,700				
NEWMAN (1,900; 25-40)	Sunday Afternoon \$8,000 (6 days)	Torch Singer \$10,000 (8 days)	Voltaire \$6,000	Too Much Harmony \$14,000
High. \$35,000 Low. 4,000				
LIBERTY (800; 10-15-20)	Lilly Turner and Detective '62' \$2,100	Melody Cruise and Little Giant \$2,000	Professional Sweetheart and Silk Express \$2,000	Bed of Roses \$2,000
High. \$13,400 Low. 1,500				

MONTREAL

	Sept. 21	Sept. 28	Oct. 5	Oct. 12
PALACE (3,700; 50)	Tugboat Annie \$10,000	Tugboat Annie \$10,000 (2d week)	Paddy \$7,500	B'way to Hollywood \$8,000
High. \$19,000 Low. 7,000				
CAPITOL (2,700; 50)	Bed of Roses and Headline Shooters \$5,500	Day and Age and Sunday Afternoon \$7,000	Pilgrimage and Chan's Greatest Case \$5,000	Had to Say Yes and F. P. \$7,500
High. \$30,000 Low. 5,500				
LOEW'S (3,200; 65)	Devil's in Love and Miss Who Dared \$6,000	No Marriage Ties and Big Deal \$4,000	Emergency Call and Turn Back the Clock \$5,500 (New Low)	Mary Stevens \$13,000 (Vaude)
High. \$18,000 Low. 5,500				
PRINCESS (1,900; 50)	Lady for Day and Dangerous Crossroads \$9,000	Lady for Day and Dangerous Crossroads \$9,000 (2d week)	Sally Bishop and Soldiers of King \$6,000	Emperor Jones and Parole Girl \$7,000
High. \$25,000 Low. 3,500				

TACOMA

	Sept. 21	Sept. 28	Oct. 5	Oct. 12
MUSIC BOX (1,400; 25-35)	Mama Loves Papa and Headline Shooter \$4,500	Her First Mate and Moonlight and Pretzels \$2,400	Loved You Wednesday and Voltaire \$3,600	Voltaire and Captured \$3,200
High. \$10,500 Low. 1,000				
ROXY (1,200; 25-35)	Dr. Bull \$6,200	Dr. Bull \$4,800 (2d week)	Song of Songs \$4,700	Turn Back the Clock \$3,400
High. \$7,000 Low. 2,000				

LOUISVILLE

	Sept. 21	Sept. 28	Oct. 5	Oct. 12
LOEW'S (3,000; 25-40)		Penthouse \$4,100	Beauty For Sale \$3,500	Stage Mother \$2,500 (New Low)
High. \$28,000 Low. 2,900				
RIALTO (3,000; 25-40)		Torch Singer \$3,500	Loved a Woman \$3,900	My Weakness \$3,200
High. \$16,000 Low. 1,900				
STRAND (1,750; 25-40)		Voltaire \$2,500	Power and Glory \$3,000	Too Much Harmony \$5,000
High. \$12,500 Low. 1,400				
BROWN (1,500; 35-40)		Lady for Day \$5,000	Her Bodyguard \$1,800	Brief Moment \$1,900
High. \$14,000 Low. 900				
ALAMO (900; 15-20-35)		Stranger's Return and Rafter Romance \$900	Sing, Sinner, Sing and World Gone Mad \$1,500	Laughing at Life and Trial Drive \$2,000
High. \$11,500 Low. 900				

STUART'S SPOT

Roving Commission for Par-into
Arizona First

Roving commission for the purpose of lining up operation or checking theatre matters for the home office, may be the niche into which Herschel Stuart is to fit into Paramount.

He has been delegated to go into the Arizona territory, probably leaving this week, to look over the Rickards & Nace circuit for any possible recommendations. A partnership or otherwise which may be advisable.

The Rickards & Nace group includes 12 theatres in Phoenix, Tucson, Winslow, Casa Grande and Mesa, all Arizona. They are controlled 100% by Par and are under the operation of Harry Nace, one of the original owners with whom a partnership may be worked out.

Stuart reached New York last week after having operated the Public Detroit group for the h.o. until the George W. Trendle management deal was worked out.

11 2-BIT GRINDS
IN B'WAY AREA

Sam H. Harris theatre, on West 42nd st., New York, has gone into a double feature grind policy at 25c top. Makes three houses with that policy in that block now, others being Wallack's and Liberty.

Gaiety, on Broadway, is scheduled to join the cheap grinds which, added to the Globe, George M. Cohan and Broadway, on Broadway; the Stanley, just off Times Square on Seventh avenue and three Consolidated houses on Eighth avenue, makes 11 grinds under the two-bit scale in the Times Square sector. Stanley W. Lawton takes on the Gaiety, added to the Cohan and Broadway, already his.

Cooper Better

Merian C. Cooper is expected to return to his desk at the RKO studios, Nov. 2, fully recovered from his recent illness.

PABST'S 1ST, RUTH'S FINAL

Hollywood, Oct. 23. G. W. Pabst, German director, who gets in tonight (Monday) at Warners, is to direct Ruth Chatterton in 'Journal of Crime'. This is the star's final picture for WB.

Story Buys

Col has bought 'Whirlpool' which Howard Emmett Rogers wrote three years ago.

Those Hollywood Chuckwagons

True Type of Western Catering Less Expensive for Pix on Location

Hollywood, Oct. 23. When the picture mob gets hungry it must be fed, and it's always hungry. Every year studios put out plenty of dough to satisfy the palates of hired hands, who, when working, have an increased yen for meat and spuds. The greater percentage of this money goes to caterers, whose traveling restaurants serve the gang on a set or out on location.

Producers have for some time tried to eliminate this method of output and do the feeding in their own canteens. Two major feed companies working on the lot, but when they are on location, the serving is turned over to the chuckwagons.

Studios using the catering sys-

tem admit that it costs several thousand dollars yearly, but assert it's cheaper in the long run. To feed the help in their cafes, they must take the company away from the set and allow a longer dining period. The average cost of the outside handled meals, including serving on the set, is \$50 per plate.

When a company works past mealtime, a call can be placed to the caterer requesting so much food, and within an hour the gang is being fed.

On locations, the lunch wagons are most valuable. They provide palatable food to the film company, which may be working miles from any town, with a cost little more than if setups were prepared in the studio restaurant.

Picture Possibilities

'Ah, Wilderness'—Favorable

'AH, WILDERNESS' (Comedy, Theatre Guild, Guild). With a Broadway run virtually assured, new Eugene O'Neill play should be a natural. Because of it George M. Cohan may even be coaxed back before the camera. *Idee.*

'Undesirable Lady'—Unfavorable

'UNDESIRABLE LADY' (Gordon, Nancy Carroll). Love of an old man for an Hyde-Park young lass doesn't promise much. Would have to be remade and newly motivated and the sex punch isn't worth the trouble. *Rush.*

'Her Man of Wax'—Unfavorable

'HER MAN OF WAX' (Shubert, Shubert theatre). German satire of French militarism, with all the sting removed. Nothing left but vaudeville sketch situation drawn out to three acts. In this form, a blank for pictures. *Rush.*

'The Curtain Rises'—Favorable

'THE CURTAIN RISES' (Comedy, Green & McCoy, Vanderbilt). Has an idea and should be okay for program purposes. *Idee.*

'Keeper of the Keys'—Likely

'KEEPER OF THE KEYS' (Meller-Thayer-Fulton). Saving grace of this stage entry is its likelihood for another in the Charlie Chan film series, unless, of course, the stage producer and adaptor, are eliminated from that income through previous blanket agreements by Fox for the late Earl Derr Biggers' writings. *Abel.*

'The Green Bay Tree'—Unfavorable

'THE GREEN BAY TREE' (Drama, Jed Harris, Cort). Unusual play whose uncertain meaning rules it out as film possibility. *Idee.*

'Let 'Em Eat Cake'—Unfavorable

'LET 'EM EAT CAKE' (Harris-Musical-Imperial). While, unlike most musicals, this one is burdened with too much plot, it's not the type of book that seems likely for celluloid transmutation. *Abel.*

'Ten Minute Alibi'—Favorable

'TEN MINUTE ALIBI' (Melodrama, Gaiety and Shubert, Barrymore). A murder mystery that fools Scotland Yard. Original done in London. Picture rights may have been disposed of there. *Idee.*

'Pursuit of Happiness'—Unfavorable

'PURSUIT OF HAPPINESS' (Laurence Rivers—Avon—Comedy). Costume farce laid during Revolutionary War and too thin for filming. *Kauf.*

LOUIS COHEN

Formerly associated with S. A. Lynch, Paramount, Universal, Fox-West Coast and R-K-O as head of the theatre real estate department:

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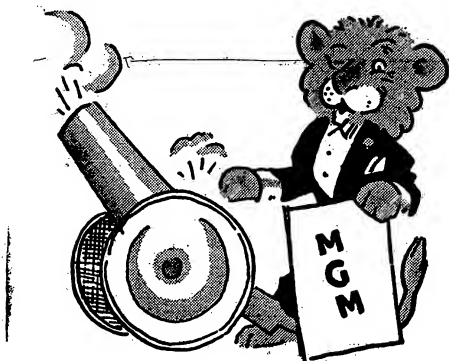
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"Ticklish? You'll scream at Jack Pearl, Jimmy Durante in 'MEET THE BARON' (early engagements Baltimore, Memphis, etc., terrific!)—and watch for my new comedy team May Robson and Polly Moran!"



"I'm proud of 'DINNER AT 8'."



"Shoot the works! Jean Harlow leaps to Top Money Stardom in 'Bombshell.'" (Plus Lee Tracy!)



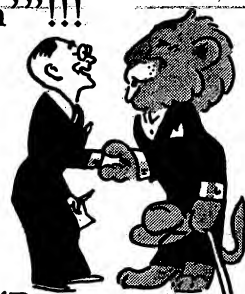
"Garbo's back! Oh boy!"



"I've made a picture called 'ESKIMO'. Another 'Trader Horn'!!!"



"Don't gamble! The public wants STARS! Dressler, Shearer, Davies, Harlow, Beery, the Barrymores, Helen Hayes, Montgomery—just part of M-G-M's big family."



"Receiving congratulations on 'HOLLYWOOD PARTY' "

THAT M-G-M LION

Sensational Coast Preview!
CRAWFORD-GABLE
together, again in
'Dancing Lady.'
Watch!

EXTRA! Have you heard about "PRIZEFIGHTER AND THE LADY"? You will!

Exploitation

(Continued from page 23)

affairs, school papers and the like. Any child who suggests an idea is given screen credit and a small prize, but the prize is generally regarded as subordinate to seeing the name on the screen. Children are not required to make the drawings, merely offering written suggestions, but it is required that these be submitted in the six to eight frame form in which the cartoons are shown. All events happen around "Perry Winkle," the cartoon character.

House artist draws up the designs, which are made into slides and projected. Drawings are preserved, and it is the manager's hope in a souvenir book of the best, the cost being defrayed by their advertising stage.

Meantime the theatre has a puller of Mickey Mouse proportions each week at a cost of from six to eight slides. Slides are made by a photo engraver, using the collodion plate process, which cuts down the cost.

Inquiring Manager

Small town, but large enough to sport a morning paper, has been getting good results from the inquiring reporter type of act for the second day of a three-day run.

Manager stands in the lobby just before the end of the first night show and asks five patrons what

they thought of the performance. What they say, with their names and addresses, is printed the next morning, with some really good copy developing from the idea.

Gives a change of pace that's good until it becomes stale, with the commentators stressing the points to them and giving other readers a line on the picture from a purely local viewpoint.

Manager picks three women and two men one night and reverses on the next show. He admits that he picks only on those coming out who look as though they had enjoyed the performance, which helps some.

Sticking

New idea is to make the customers remember the show is used by a house which issues to each patron a small card giving the bill for the following week. Each card carries a letter, six different letters being used on each set of cards. Cards for two months are on the same color stock, and each week five control letter cards are dropped in.

At the end of each month patrons having a set of cards to spell a six-letter word are limited free. This means 20 tickets, but no end of scrambling to get the proper set. Result is that most of the recipients save up their cards and know from week to week what the show will be.

To make it more interesting, there are limited numbers of several letters, so no one can have just what the control letter is. Small supply of a single letter would be a tipoff, but with only 20 of five or six letters out, it is less easy to determine which is which. Simple gag, but after a two months' trial it has become almost as popular as jigsaws, with the wise ones trying to figure just what the control letter is, and gambling on their judgment.

Good and Bad

Manager startled his town by announcing beer for the kiddies at his Saturday club meeting. Sprang the announcement Monday and got plenty of talk in and out of the papers. Two of the sheets sent reporters to see what happened, and they recorded that the kids had their beer, but it was of the innocuous root beer variety and not 3.2.

That gave material for plenty of stories, and some his laughs, but not so good at that, for about half the kids were kept home, and probably nothing ever will convince some mothers that the root beer was just an out with the manager saw the row he had raised. By and large, the house looks to be the loser.

Just goes to prove again that not everyone has a sense of humor, and that being the case, it's well to weigh the kick back of any gag before announcing it. Children, in particular, are high voltage to fool with when fond parents are aroused.

Appreciation

Nabe theatre can capitalize the personal angle as strongly as the small town houses if the manager is the right sort of a mixer and stays awake. He cannot know everyone, but he can know plenty and capitalize the vanity angle.

One good stunt has been the use of a frame in the lobby, headed "Home Folk." Carries a dark cloth backing to which is pinned items from the newspapers, personal notes, neatly typed and occasional original suggestions, such as a paragraph about a clogged sewer opening with the suggestion that if enough persons telephone the number given, the city might do something about it. Also gives space for church notices and club meetings.

Newspaper items originally were clipped. If John Q. Citizen wrote a letter to the paper that was printed, the address told if he lived in the neighborhood, and the letter was clipped and pinned.

In very little time the stuff was brought in, sometimes before the paper got it, and six months later the frame had become more interesting than the downtown papers. Everyone came around to see what was happening. Being there, they were apt to get interested in the rest of the lobby display.

Worth a trial wherever there is no nabe paper, and even where there is.

Moving the Coin

Some years ago there was a run on stunts involving the presentation of a banknote of a certain number, which was supposed to possess a magic value. The value is presented within a certain time. A modification of the scheme is working well with one theatre and probably will be as useful to others.

Each Friday night the theatre pays out five one dollar bills in change. Numbers of these notes are changed by the cashier, but not announced. If the bill comes in any time before the following Friday it's good for whatever tickets are purchased, the bill being returned with the tickets called for.

Scheme has one disadvantage in that it requires a large supply of one dollar bills, since so many patrons are apt to put in order to receive bills in change. On the other hand the manager notes a tendency on the part of the bill holders to buy close to the value of the dollar into the theatre, so they have one of the registered bills. There can be only five winners against a possible 50 or more, and it seems to make business.

Get Results

No matter how spectacular the stunt may be, it's a washout unless it sells tickets at the box office. Sometimes the ticket gag falls flat so far as the picture being sold is concerned. It may bring some general attention to the theatre, but unless it brings them right up to the box office with the coin in their hands it's a waste of effort. Often a comparatively small stunt will get over to better effect so far as business is concerned.

As an example, there might be cited the instance of a theatre which spotted a prize fight in a large dry goods store window. It was the shoe store section, with comparatively few men passing along, and the women decided they were not interested in the picture, so they stayed away. It was a waste of opportunity for the theatre nothing and used up a window concession that might have been put to better use for a picture with more female appeal.

In the same way advertising a woman's picture at an athletic meet might be regarded as a good stunt in the matter of gaining publicity, but it is again wasted opportunity if few of the patrons will be attracted to the showing.

It's a good stunt if it sells more tickets than it costs, but it's not a good stunt if it could sell more tickets on some other title.

Drawing Them Up

Several years ago Jimquin, with a theatre up a side street in El Paso, persuaded the merchants between the theatre and the corner of the main drag to put in special electric lights to make the store look like the white way. Helped the theatre and helped the merchants, none of whom had the enterprise to start such a movement.

Last spring a theatre with four stores in its front found itself half black from prosperity and with four unrented stores. Finally sold four merchants the idea that the street would be built up, and got them to remove. For three months he gave 10 ticket prizes weekly to those who answered a questionnaire on what those merchants were showing in their windows. Issued in the form of a three-page wish space for the four stores and the theatre ad around the questions, which were worded differently each week, though always requiring the contestant to make a trip to the windows. Merchants paid for the printing.

At the end of three months the

theatre had the people coming regularly, and the merchants were prospering, but the idea was kept going just to hold them in line. Six other stores have now been erected in the space between the theatre and the main street meantime, and now the white way gag is being put into effect. It will help even on the main street.

Circus Nights

Manager who was running short of product evolved an idea for off nights that worked so well he is considering its retention now that more features are coming along. He calls the feature Circus Night, and stages it on Fridays, which is his off date.

One week he has a mess of really good shorts, another the show is mostly acts of one aim being not to have any two consecutive shows alike, lest the patrons tire.

One week he contacted a tab about that was trying to get out of a nearby town and gave an hour show with only the newsreel. On another occasion he ran two shorts, then cleared the stage with an offer of \$5 to anyone who could throw the best stunt within three minutes. Prize went to a local character who drank a gallon of water within the time allotted. It keeps him sitting up nights looking for stunts, but he is getting solid coin for what used to be a dud and his regulars do not miss a Friday.

Extra Cooking School

House too small to get away with the usual cooking school set-up, with its distribution of free groceries and all the rest is going to make a play for attention with a lecture on the Thanksgiving dinner a week before that event.

Has arranged with one of the town's notable housewives to plan a menu or two and demonstrate at a morning lecture to which admission will be by card, but no fee will be charged.

Nothing radical in the menus, but new ways of cooking and serving the standard New England dinner will be worked out and demonstrated, with special stress on oyster soup, pumpkin and mince pies and a series of turkey dressings to suit all tastes.

Just a good will gesture, but the chap who plans it has found that timely courtesies such as this help to hold the housewives loyal to the theatre.

Demonstrator is the wife of one of the grocers, and she's glad to contribute her services in return for the ad. Also assures free material.

Swell Backings

Some of the new wall papers would surprise those who have discontinued the idea of wall paper as backing for still and lettered frames. Lately the paper makers have been going in for art moderne in a large way, and they are turning out stuff that is as different from the standard patterns as can well be imagined.

May not reach the small towns yet, but a trip to any of the city stores when booking will yield an armful of examples of the new work that will be all the better if the stuff has not yet reached town. Even where the paper is procurable, not many homes have gone in for the new departure and the backing will still be novel. As an example, a recent contribution is a black ground against which are stars ranging in size from the old three-cent pieces to a quarter. Doesn't suggest wall paper to the average looker, and will fit in nicely with any design. It will pay the sign hustler to look over the new goods. They cost slightly more, but are well worth the advance for frame use.

Key to B.O.

Thousands who received clothes back from cleaners this week found a key in the pockets, a real key manufactured by the Corbin Lock Co. In the mails the next morning came a notification that the key was to be used to "come and see" Mae West in "I'm No Angel" at the Allyn, Stunt by Louis Schaefer.

Hartford

From "Variety," Sept. 25th
RKO (2,950): "32-40"—"Brief Moment" (Col.). Not strong for this house. (Col.). Not strong for this house. Looks below \$4,000, with Jay Clark drawing better than picture.

WEST COAST MANAGERS NOTE:

From "Variety," Sept. 25th
RKO (2,950): "32-40"—"Brief Moment" (Col.). Not strong for this house. (Col.). Not strong for this house. Looks below \$4,000, with Jay Clark drawing better than picture.

RKO Hillstreet, Los Angeles

Over 4,000 seats
at 10:00
and 11:00
a national
ad placed
all day
George
Bower.

For
Open
Time
Write

JAY CLARKE

c/o Variety, Hollywood, Calif.

STAN MEYERS

MUSICAL DIRECTOR
and
Master of Ceremonies

**Brooklyn
Paramount**

Indefinitely

Profit Every Week

With Inferior Films

That's the Unhappy Secret of
CAMDEN DRIVE-IN THEATRE

SIT IN YOUR CAR
(SEE AND HEAR THE MOVIES)

Operated Under License Granted by
P.A.R.K.-IN THEATRES, Inc.
330 N. 7th St., Camden, N. J.
U. S. Pat. 1,893,537—Fascia Pat. Pending
Write Now for Exclusive
Territories!

It has been just great—spending five years working for and with Ted Lewis . . . Here's to many more years of the same thing.

CHARLEY (Snowball) WITTER

THIS WEEK (OCT. 20), CAPITOL, NEW YORK

In grateful appreciation, Ted Lewis, for two solid years of an association which has been one of the most pleasant in our career.

DIXIE FOUR

THIS WEEK (OCT. 20), CAPITOL, NEW YORK

JEAN ENRICO

CARROLL AND SHALITA

"A SYMPHONY IN MOVEMENT"

WITH TED LEWIS AT THE
CAPITOL, NEW YORK

This Week (Oct. 20)

ALBEE, BROOKLYN

Looks as though they've finally evolved something here. For weeks the Albee's have been playing around with policy trying to work out something. This week they've hit it. When the picture continues the question. If so they've got something that is only new in show presentation, but something that's good and worthwhile at the same time.

Show is somewhere in between picture house and vaude. It's presentation that retains its vaude status, giving the appearance of size—seemingly a vaudeville team—stage standpoint, and yet not too much so from a pocketbook angle. Best feature of the layout is that no names are needed.

Show starts off in regulation vaude style, with Wilfrid duBois. Neat, clever and capable juggler, who has things all his own way. Second act is billed as Nina Zanina. That turns out to be Nina Zanina, with the house ballet spotted here. It's "Dance of the Hours" and beautiful. Nina Zanina, whose name by the way, will become Whitney next week, is nimble enough on her toes to satisfy most customers. Line of girls is 24 for the number. Alex Oumansky, stager, has managed to teach them what to work means.

Kauf.

Reprinted from Variety, Oct. 10

SENSATIONAL New Type Shows

Devised and Presented by
J. J. FRANKLIN
Manager Director

ARE CREATING TOWN-TALK AT THE RKO ALBEE BROOKLYN

ing Like It Anywhere

4 COMPLETE UNITS EVERY WEEK

WITH A CAST OF 100 ARTISTS

Staged and Produced by ALEXANDER OUMANSKY
Music by PHIL FABELLO and His Music Masters
Singing Ensemble by REX DUNN
Scenery by BUELL
Electrical Effects by ARTHUR HERRIOT
Dance Arrangements by PEGGY OUMANSKY
Costumes by BROOKS COSTUME CO.

BALLET
INA WHITNEY, Prima Ballerina

KAY JACKSON	PAULA BULOFS	ANN GOULD
FOLLY MCANN	GRACE ROBINSON	HILDA WHITTIER
DORIS BLYND	JANET GEORGES	BARBARA DORR
DORIS BLYND	AIDA DORR	DOT WOODS
DORIS BLYND	MARGIE GALE	KASIA VASIL
KAY MORTON	RUTH MORRIS	HELEN HALLER
RUTH MORRIS	ROSHARD SCHNEIDER	LORETTA CURRAN
LEE SKEAFE	MARION HOVEY	EDITH KLINGER
EILEEN TAVENNER	ALICE MALTEUR	KENZ OLIVA

SINGING ENSEMBLE
LENORE CORI, Soloist

ROSA LIGHT	MARIE ZALDAY	VALDMAR DARROW
FLORENCE MAHONEY	ETHEL KOCKER	JOSEPH SCANDER
GUYA SHERIDAN	WILLIAM FOLLARD	EDWARD MARSHALL
HELEN DARROW	HAROLD CLARK	JOHN FANTER
ILSA EMGE	SIDNEY RUBENS	

PROJECTIONISTS
LEO SILVERMAN JACK GOLDBERG
JULIUS JILSON FRANK MULLIS

HARRY GABAY
JACK TODIN



**A NEW STAR
IS BORN!**

Wire from James R. Grainger from studios to Home Office:

"Screened Only Yesterday and in my opinion, based on years experience with various companies, you can safely guarantee to every exhibitor lucky enough to have a contract with Universal that it's the finest love story ever screened...Back Street compares as a two-reel comedy to Only Yesterday...Have never been so enthused in my life...You can immediately set in time in all the houses, and any exhibitor who does not cash in on this attraction should get out of this business immediately. Margaret Sullavan becomes a new star—a star who will rank with the outstanding stars of the screen and I mean the biggest...Boles gives a performance that is almost unbelievable...Sincerely feel we have picture that will create history...A woman's picture based on a human story that is always a surefire theme..."

JOHN M. STAHL'S

**Greatest Production for
UNIVERSAL**

93 feature players in the cast, including Edna May Oliver, Billie Burke, Benita Hume, Onslow Stevens, Reginald Denny, Jimmie Butler, Marie Prevost, Franklin Pangborn. Produced by Carl Laemmle, Jr. Suggested by the book by Frederick Lewis Allen. Dialogue by William Hurlbut. Presented by Carl Laemmle.

**with MARGARET
SULLAVAN,
JOHN BOLES**

**ONLY
YESTERDAY**

Stock Market

(Continued from page 6)

dex for the theatre share family, but for all purposes its leader, Loew's, might as well be a fair measure of the group movement. On that basis it appears that the group maintained a good front in last week's retreat.

Loew's had established a years' low at 8 1/2, in late March, but apparently was an artificial low mark. Taking its bottom at 10, where it was dealt in rather heavily, the advance from March 22 to the peak in mid-September was to 36 1/2, or 28 1/2 points. To cancel half of that advance it would have to go to 23 and last week's bottom was 24, where it found support, although most leading stocks had broken through their July bottoms—and many had retreated more than half way of the advance since April.

If Loew's can continue to defend the 24 level, it ought to attract attention to the group on the theory that its technical chart performance is a reflection of the general improvement in the whole picture situation, due to profitable business at the theatre this fall and increased net for most companies growing out of operating economies.

Citing the figures, Loew's July bottom was 19 1/2 compared to last week's 24, while the aggregate of losses in points for the whole amusement group last week totalled just over 50, compared to a total of points decline in July of 85.

The Dow Jones industrial average dropped last week from around 95 to near 93, a decline of 2 points. This compares with the July decline for the movement between July 18 and 22 of nearly 20 points. It is a coincidence that the July break culminated in a sell-off on Saturday, the movement having as its basis the rumor in Wall Street that the dollar was about to be yielded to the gold standard. A method of stabilization, a stabilization that would have dimmed any prospect of wide monetary inflation.

Non-Inflation Again
Following the parallel, the most recent crash of long prices culminated on Saturday and had its impulse in the government's bond conversion announcement, which is generally accepted as Washington's declaration of intent to follow conservative financial methods, again throwing a wet blanket on the hopes of inflationists, hopes which in very large measure have carried the market up since early March.

Saturday's final hour represented a turnover of about \$50,000 shares, which is at the rate of about a 5,000,000-share full day and it may well turn out to have been a selling climax to mark the turn in urgent liquidation and pave the way for a resumption some time in the near advance. Four sessions out of six last week were marked by sharp declines and increasing volume.

In all probability this type of trading has greatly strengthened the technical position of the market. The Street believes that short interest has been very materially expanded in the last ten days and on a show of strength the drift downward could easily be turned about and a brisk rally brought on. It took only a minor bull demonstration Friday to inspire a retreat of shorts and a run-up in prices. With such selling as Saturday's was the way, an even brisker rally could be organized now.

Summary for week ending Saturday, Oct. 21:

STOCK EXCHANGE

High	Low	Sales	Issue and rate	High	Low	Last	Chg.
22 1/2	22	1,200	Amusement Stk.	24	22	24	—
27 1/2	27	3,000	Loew's	29	27	29	—
10 1/2	10	1,800	Consol. Film	11	10	11	—
10 1/2	10	8,800	Pathe Pict.	11	10	11	—
10 1/2	10	4,400	Paramount Pict.	11	10	11	—
10 1/2	10	6,900	Fox Class A	11	10	11	—
10 1/2	10	10 1/2	General Electric	11	10	11	—
22 1/2	22	8	Keith Pict.	23	22	23	—
22 1/2	22	40,200	Loew's	23	22	23	—
22 1/2	22	200	Met. Bond	23	22	23	—
22 1/2	22	100	Madison Sq. Garden	23	22	23	—
22 1/2	22	100	Met-O-M. pref. (L.S.B.)	23	22	23	—
22 1/2	22	15,000	Pathe Exchange	23	22	23	—
22 1/2	22	100	Pathe Class A	23	22	23	—
22 1/2	22	100	RKO Radio Corp.	23	22	23	—
22 1/2	22	8,800	RKO	23	22	23	—
22 1/2	22	100,000	Warner Bros.	23	22	23	—
22 1/2	22	44,000	Do. pref.	23	22	23	—
22 1/2	22	72,100	Weatherhouse	23	22	23	—

14,700	Technicolor	8 1/2	—
1,000	Trans Lux	1 1/2	—

PRODUCE EXCHANGE

24	7,400	Par-	—
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BONDS

94	\$121,000	Gen. Treas. Eqs.	5 1/2	4 1/2	4 1/2	—
81	80,000	Keith Pict.	4 1/2	4 1/2	4 1/2	—
80	50,000	Loew's	4 1/2	4 1/2	4 1/2	—
87	30,000	Loew's	4 1/2	4 1/2	4 1/2	—
87	24,000	Par-Pam-Lasky	4 1/2	4 1/2	4 1/2	—
35	44,000	Par-Pam-Lasky	4 1/2	4 1/2	4 1/2	—
30	30,000	RKO Debts	6 1/2	6 1/2	6 1/2	—
48	325,000	Warner Bros. 6 1/2	6 1/2	6 1/2	6 1/2	—

Over the Counter,

Asked. Roxy, Class A, 31 1/2, 30, 31 1/2, off 1/2.
Par-Pam-L. etc., sold \$40,000 @ 31 1/2, 30, 31 1/2, off 1/2.
Par-Pub. etc., sold \$20,000 @ 31 1/2, 30, 31 1/2, off 1/2.

A bullish interpretation of President Roosevelt's plan for an official domestic gold market and a system of government buying and selling of gold at home and abroad, as announced Sunday night in the radio address, might well start a new market phase. The President's declaration for a managed currency does not by any means negative inflation prospects.

At least the new pronouncement is definite. Wall Street has been complaining for some time that one market obstacle has been the vagueness of the government's monetary intentions. Stocks sold down badly because inflationary prospects were dimmed by the bond conversion influence of the government's currency policy. But bonds did not respond to the favorable aspect of the situation, because investment interests were not satisfied that the government could resist inflation as a necessary measure if an emergency appeared in which nothing else would serve the purpose. Hence, the promised managed currency may turn out to have in it some or much of the hoped for inflationary characteristics.

Data on Week
Examining the data of last week's trading several details are of interest. Volume was far under that of the July break, particularly in amusement issues. Turnover for the six trading days in Loew was 40,000 last week, compared with 99,600 in July. Warner Bros. was 105,000 compared to the staggering total of \$80,000 shares. Columbia Pictures turned over only 3,000 shares against nearly 15,000 last week. While declining in Eastman Kodak were 9,400, compared to 28,200 shares.

Issues in the amusement group that broke through the former market peak were: Loew's, 18 in July; Kodak, 18; Warner Bros., 18; Columbia, 18; General Electric, 18; American Seating, 2 vs 3 1/2; General Electric, 16 vs 22 and RKO, 22 vs 24.

All the active stocks in the group found support above the low levels of the summer slump: Columbia, 19 1/2 against 18 in July; Kodak, 24 against 18 1/2; Loew, 24 against 19 1/2; RCA, 6 compared to 5 1/2, and Warner Bros. 5 1/2 against 5 1/2. The amusement bonds made a poor showing compared with the general list, with only the best descriptions of liens holding their own, namely the consolidated Film Industries, 7 1/2 last week against 8 in July; American Seating, 2 vs 3 1/2; General Electric, 16 vs 22 and RKO, 22 vs 24.

Contradictory movements in the Paramount bonds were puzzling, a quality that has marked their fortunes for months. Presumably speculative in-and-out play. Paramount Famous 5's lost more than 4 points to 23, slipping below the summer peak of 27. These are proof-filled claims on the corporation in bankruptcy. At the same time the movement was reversed in the case of the 6's, which dropped for the two issues. Par-Fam certificates lost only 1/2, while the Par-Pub certificates dropped 4 on much heavier volume of dealings. In one case the 5 1/2's commanded a premium of 1/4 over the 6's, while certificates for the former at 28 sold for more than less than the certificates for the latter. A situation that does not explain itself, except that perhaps expenses of prosecuting the claims differ in the case of proof-of-bonds and certificates of deposit.

EMBASSY STAYS NEWS

Rent Reduction Holds Fox Movie-tone Another Year

FOX-Movie-tone remains another year at the Embassy, N. Y., with its own and the Hearst-Movie-tone newsreels, as a result of a reported reduction in the rent. At the Embassy five years now, F-M has been paying \$250 a week.

Mar. Hynes, Fox-Movie-tone comptroller, does not indicate the amount of reduction made but confirms that a new lease was signed last week.

It was reported that this reduction was granted by the Loew interests, owners of the Emb, after F-M had opened negotiations to take over the Criterion at a \$750 weekly rental for its newsreel policy, gaining in addition to the rent advantage, larger capacity than the Loew-owned house afforded.

F-M leases the Emb on a year-to-year basis.

N. Y. TO OUTLAW 10c A. M. SCALE

New York neighborhood theatres are getting together in a concerted attempt to outlaw the 10c morning admittance scale.

First neighb. group, to carry through on the issue is in Jamaica, L. I., where eight houses are increasing the early bird price to 15c.

As in Jamaica, the various neighb. groups are attacking it as a strictly local proposition, with decision either way to affect their respective districts only.

The 10c scale on the carpet is that applying in most cases from 11 a. m. to 1 p. m.

N. Y. State Netted for '33 From Film Dept. \$65,136

It cost picture producers \$226,334 to have their films reviewed by the film division of the state education department during the fiscal year ended June 30, 1933, according to an announcement by Irving S. Edson, director. Expenditures of the division during the year were \$65,136, leaving net revenues to the state from the operation of the picture censorship law \$161,697. This is \$487 more than the net revenue for the preceding year.

Pictures reviewed 1,689 miles of film, a total of 1,762 individual films, with 10 pictures eliminated in entirety. Of these 10, two were revised and approved with eliminations. During the year there was one appeal to the commissioner of education from the decision of the director; there were no court proceedings.

Incorporations

Delaware
Repeal Shares, Inc., stock, etc., \$1,000. Herbert E. Laiter, E. C. Moore, D. D. Clarke, Wilmington (Consolidated Trust Co.).
Radio Animated Merchandise, Inc., general advertising, 2,000 shares no par. J. Vernon Philip Albert G. Bauer, Philadelphia (Guarantee and Trust Co.).
Kludus Electric-Mechanical Devices, Inc., Amusement devices of all kinds. Capital, \$100,000. D. B. Hilliard, H. A. Hilliard, Hilliard, Wilmington (Corp. Fiscal Co.).
Today Associates, Inc., Publishing. 21,000 shares, no par. J. C. Cook, Raleigh, J. M. Townsend, Dover, (U. S. Corp. Co.).
Change in Name
Chicago Tribune Syndicate and Press Service, Inc., to Chicago Tribune-New York News Syndicate, Inc. (Chicago, Ill. (Corporation Trust Co.).

California
Bernard & Melkioff, Inc., Capital stock, 100 shares, none subscribed. Bernard D. Lane, Sara J. English, Josephine Triplice.
Fox Spokane Theatre Corp., Capital stock, \$100,000. Charles A. Buckley, Albert W. Leeds, John B. Bertero.
The Club Malibu, Inc., Iadore Abramson, Harry Jaffe.
The Picture Pictures Company, Sam Newfield, Bert Sternbach, Arthur Alexander.

Judgments

Astoria Theatre Corp., Capital stock, \$1,000. Union Theatre League, Inc., Kee-
Paul Carroll Realty Corp., \$71,013.
Carl Jerome (Jerry), 105 West 46th Street, Corp., \$125.
H. J. H. Corp., Inc., 105 West 46th Street, Corp., \$125.
New Gotham Theatre, Inc., State Industrial Commissioner, \$107.

Midwest Buying Circuits Fade As Exhibs Battle for Product

Studio Placements

Matt Briggs, James Burtis, Dorothy Grainger, George Meeker, Hips, Hips, Hoary, Radio.
Edward McWade, 'Once Over Lightly,' Radio.
Nat Pendleton, Grant Mitchell 'Payment in Full,' Metro.
Benn W. Levy, to write 'Sacred and Profane Love,' Metro.
Edna Sutherland, direct 'Movie-tone Pollies,' Fox.
Grant Withers, 'Poor-Rich,' U. Par.
Blanche Frederick, 'Chrysalis,' Par.
Jerry Tucker, kid actor, 'We're Sitting Pretty,' Rogers-Par.
Elissa Landi, 'Man Two Worlds,' Par.
Wilson Colison scri. lond Poi 'Radio.'
Helen Mack, femme lead 'Family Man,' Radio.
Eddie Welch dialoging 'Hips Hips Hoary,' Radio.
Wera Engels, 'Let's Fall in Love,' Col.
Cyril Hume, 'Dance of Desire,' Radio.
Johnnie Hines, two-reel comedy, Ryan-Par.
Marjorie Gatenon, James Donlan, George 'Radio,' Nello, WB.
Robert Cavanaugh, Frank Darien, Philip Reed, 'King of Fashion,' WB.
Samuel Godfrey, Gladys Hulette, James Burke, Gertrude Sutton, Eualie Jensen, Ernest Alexander, Maybel Turner, Jack Searle, Howland, Fine and Howard, Edward Gargan, Ruth Selwyn, Bobby Watson, Lew Kelly, DeWitt Jennings, Milton Kibbee, Virginia Howell, 'Overland Bus,' Metro.
Gene Raymond, lead in 'Coming Out Party,' Lasky-Fox.
Florence Ryerson, adaptation 'Jungle Red Meat,' MG.
Ruth Hall, substituting for Evelyn Knapp, 'Beloved,' Bennie Zeldman-U.
DeWitt Jennings, 'Massacre,' WB.
Lou Gensler, scripting 'Yodelers,' Par.
Charles Ruggles and Mary Bonalan, 'Yodelers,' Par.
James Gleason, for Beauty, Par.
Walter Wise and Arthur Hyman, adapting 'Incidental Woman,' Metro.
Ray Walker, Virginia Cherrill, George E. Stone, Dorothy Grainger, Philip Reed, Frank Darien, Allyn, Jack Kennedy, 'Born Tough,' William Nigh directing, Mono.
Monte Blue, 'Border Legion,' Par.
James Donlan, Arthur Hohl, Robert Cavanaugh, Nello, WB.
Pat O'Malley, Beulah Thorne, Monty-Montague, Ethan-Ladd, Jack Leonard, Tom Forman, George D. Norman, Lucille Lund, lead, 'The Treasure,' Universal serial.
Murray Roth, direct 'Harold Teen,' Warners.
Barry Trivers to do an original musical comedy for Jesse Lasky-Fox.
Paul Nicholson, 'Wild Birds,' Radio.
Dorothea Wieck, 'Miss Fane's Baby,' Par.
Randolph Scott, Kent Taylor, Judith Allen, 'Border Legion,' Par.
Robert Montgomery, Pat Pendleton, E. C. Healy, 'Cross Country Bus,' Metro.
Edward Gargan, 'Jimmy and Sally,' Fox.
Spencer Tracy, 'Bottoms Up,' Fox muskier.
Joseph Moncreux March continuity 'Little Miss Marks,' Schulberg-Fox.
Paul Hurst, Phil Ryan's untitled short, Par.
Gilbert Emery, Marjorie Gatenon, 'Coming Out Party,' Fox.
Hilwell Hobbes, 'I Am Suzanne,' Fox.

Walter Hartwig, writer and dialog director, to Fox as scribbler.
Sara Sheridan, writer, to Fox to scrub up 'Odd Thursday,' Fox.
Wallis Clark, 'Massacre,' WB.
Walter Connolly, 'Eight Girls in a Bed,' Par.
Ricardo Cortez and Dick Powell, 'Wonder Bar,' WB.
George Marion scripting 'Lottery Lover,' Fox.
Lola Levien and Samuel Hoffenstein adapting 'All Men Are Enemies,' MG.
Harry Pollard adapting 'Five Days,' Fox.

Circuit buyers admit the thing due to their exhib members in line, inc competition in this town is too stiff with the crowding of the street has bought. Exhibs were forced to go into the market and line up their product for the coming season in order to protect themselves not only on picture clearance and release, but on the availability of product.

Now a question whether the buying circuits will go through with their suits against the exchanges to force the distributors to sell circuit buyers. If the code goes through, as presently drafted, likely that the lawsuits on file will be withdrawn as hopeless. On the NRA stand of putting men to work both sides have their employment arguments; the circuits claim that amalgamated buyers provide employment for a certain number of people, with the exchanges answering that circuit buying puts a large number of film salesmen off the payroll.

COL P.A.'S PAN ON AMPA BRINGS MANY DENIALS

As a result of Columbia's advertising, publicity and exploitation forces writing John C. Flinn, newly elected president, what it thought of the A.M.P.A. and why that company was not lending it active support, the biggest representation ever turned out for the Thursday (19) meeting. Heads of publicity-advertising departments who haven't showed up at meetings in months were on hand, fully expecting that there would be fireworks and that the session might deal in personalities.

Flinn, presiding, ruled off any discussion from the floor, but after reading the Columbia letter, signed by Lou Goldberg, called upon Hal Horne and Monroe Greenthal for answers.

To the charge that the AMPA could serve a more useful purpose than it has and receive complete support of advertising, publicity and exploitation men by taking care of the needy in that branch on jobs, Greenthal pointed out that within the past year the unemployment committee which he heads has obtained positions for a total of 74 men. Greenthal added that the jobs were not in pictures and other branches of amusements but in commercial organizations which could use men with film experience.

Other charges by Goldberg on behalf of Col were that the AMPA had gotten away from its original purpose and now was a luncheon club for engravers, printers and others not strictly in the advertising trade.

Horne brought the list of membership revealing 247 and including many persons who never show up at meetings. Of this number he listed 70% as strictly advertisers or publicity men, balance including trade paper representatives, artists, engravers-printers and lay members.

Goldberg was asked if he wanted to say anything in rebuttal. He didn't.

His letter was written on behalf of himself, George Brown, Lou Lusty, Ed. Ormshead, Arnold Van Leer, Gregory Watson, Ben Atwell, Leo Kaufman, Leo Friedman, Fred Marshall and Hortense Schorr of the Col pub-ad department.

Merit Pix Start Work

Hollywood, Oct. 23.
Ray and Harry Webb have organized Merit Pictures, and will produce a series of features. 'Made Man,' will be the first, followed by 'Scars,' written by Ray. Producing at the Lang studio.

CALENDAR OF CURRENT RELEASES

Studio: Pathe Studios, Cal. **Allied** Offices: 729 Seventh Ave., New York, N. Y. **Ibson.** Dir. Geo. Melford. 64 mins. Rel. May 1. Rev. June 27. The Hoot Gibson is mistaken for a revivalist. Marceline Wales. Dir. Harry Frazer. 66 mins. Rel. May 23. Rev.

Companion Wanted. (Dubbed French.) Romance with music and singing, visualizing the dream of a spirited young girl, Annabella, Jean Murat, Duvalles. Dir. Joe May. 88 mins. Rel. June 3. Rev. June 5. **Savage Gold.** Commander Dwyott's thrilling adventures with savage huns. Comm. Dwyott. Dir. Commander George Dwyott. 67 mins. Rev. Aug. 3. **Woman in Bondage.** (British.) Triangle story with new slides. Betty Stockfield, Owen Nares. Dir. Basil Dean. 72 mins. Rel. Nov. 19, 1932.

Chesterfield 1540 Broadway, New York, N. Y. **By Appointment Only.** (Invincible.) A man's man who was a woman's doctor. Law Cody. Dir. J. O'Neill Allen. 67 mins. Rel. July 7.

Dance, Girl, Dance. Musical drama. Alan Dinehart, Evelyn Knapp, Ada May. Dir. Frank Strayer. 69 mins. Rel. Sept. 1. **I Have Lived.** A girl's attempt to live down her past. Allan Dinehart, Anita Page, Allen Vincent. Dir. Rich. Thorpe. 66 mins. Rel. June 15. Rev. Sept. 12.

Man of Sentiment. How an old man holds a family together. Marian Marsh, Owen Moore, Wm. Bakewell, Christian Rub. Dir. Rich. Thorpe. 67 mins. Rel. Sept. 15.

Notorious. But Nice. Story to come. Marian Marsh, Betty Compson, Donald Dillaway. Dir. Rich. Thorpe. 67 mins. Rel. Aug. 1.

Gower at Sunset. **Columbia** Offices: 729 Seventh Ave., New York, N. Y. **Ann Carver's Profession.** Woman lawyer saves her husband in a murder trial. Fay Wray, Gene Raymond. Dir. Eddie Buzzell. 71 mins. Rel. May 26. Rev. June 13.

As the Devil Commands. Melodrama with a rather new twist. Alan Dinehart, Mae Clark, Nel Hamilton. Dir. Roy W. Nel. 70 mins. Rel. Oct. 17.

Brief Moment. A romance that flared and flickered in one brief, rapturous moment. Carole Lombard, Gene Raymond, Monroe Owsley. Dir. David Burton. 69 mins. Rel. Sept. 8. Rev. Oct. 3.

Cocktail Hour. Girl illustrator narrowly escapes missing the right man. Babe Daniels, Randolph Scott. Dir. Victor Sertling. 73 mins. Rel. June 8. Rev. July 5.

Dangerous Crossroads. A roaring romance of the rails. Chic Sale, Diane Sinclair, Jackie Searle. Dir. Lambert Hillyer. 69 mins. Rel. June 16.

Lady for a Day. It lives the lives of its characters, it breathes romance, tears, comedy, unexpected surprises. Warren William, Betty Robinson, Guy Kibbee, Glenda Farrell. Dir. Frank Capra. 102 mins. Rev. Sept. 22.

Rusty Rides Alone. Tim McCoy curbs crime at every turn with his ever-faithful police dog pal. Tim McCoy, Barbara Weeks. Dir. D. Ross Lederman. 68 mins. Rel. May 26.

Heroes of the Storm. The first film featuring the U. S. Border Patrol and the part played by planes. Regis Toomey, Anita Page. Dir. D. Ross Lederman. 69 mins. Rel. April 4. Rev. May 23.

Thrill Hunter. The misleading title for a Buck Jones western. Geo. B. Seltz. 66 mins. Rel. Sept. 25. Rev. Oct. 17.

Unknown Valley. A full-of-flight western drama, replete with unique situations. Buck Jones, Cecilia Parker. Dir. Lambert Hillyer. 69 mins. Rel. May 8.

What Price Innocence. Story of a girl who didn't know. Jean Parker, William Mack. Dir. William Mack. 64 mins. Rev. June 27.

Woman's Stole. A swaggering overlord of the oil fields. Jack Holt, Fay Wray. Dir. Irving Cummings. 69 mins. Rel. May 1. Rev. July 4.

Wrecker. The season's timeliest story, with the recent California earthquake, Jack Holt, Genevieve Tobin. Dir. Albert Rosson. 72 mins. Rel. July 10. Rev. Aug. 8.

First Division Offices: 1600 Broadway, New York, N. Y. **Releases Also Allied, Chesterfield and Monogram**

Avenger. The district attorney seeks revenge on the gang which framed him to twenty years in prison. Ralph Forbes, Adrienne Ames, Claude Gillingwater. Dir. George Marshall. 68 mins. Rel. May 13. Rev. June 10.

Jack Beauty. Anna Sewall's famous book. Esther Ralston, Alexander Kirkland, Gavin Gordon, Hale Hamilton. Dir. Phil Rosen. 65 mins. Rel. July 15.

Dasein. Life, customs, morals, habits and whatnot as lived by the penguin birds on a frozen island. Allan Page, Allen Vincent, Alan Dinehart. Two running times: 38 mins. and 51 mins. Rel. June 15.

Devil's Mate. A condemned man, on the verge of execution, is mysteriously murdered. Peggy Shannon, Preston Foster. Dir. Phil Rosen. 66 mins. Rel. Sept. 1.

Dude-Bandit. A clumsy coward turns to the disguise of a romantic dude bandit and solves a murder. Hoot Gibson, Gloria Shea. Dir. George Melford. 66 mins. Rel. June 15.

Forgotten. A father, a mother, a father, cast off in his old age by his sons, brings them to their senses. Joyce Clyde, William Collier, Jr., Lee Kohlmar, Natalie Moorhead, Jean Hersholt, Jr. Dir. Richard Thorpe. 67 mins. Rel. May 1.

Fugitive. The search on the trail of a half-million dollar mail robbery. Rex Bell, Cecilia Parker. Dir. Harry Frazer. 58 mins. Rel. Sept. 16.

I Have Lived. A Broadway stage star is faced with blackmailers on the eve of marriage. Alan Dinehart, Allen Vincent, Alan Dinehart. Dir. R. Thorpe. 69 mins. Rel. Oct. 1.

The Bride. A murder suspect is shipwrecked, with his captors, in the jungles. Anita Page, Charles Starrett. Dir. Harry Hoyt and Albert Kelly. 62 mins. Rel. May 25. Rev. May 26.

Love Is Like That. A seventeen-year-old youngster gets mixed up in a couple of domestic tangles and a near murder mystery. John Warburton, Rochelle Hudson. Dir. Richard Thorpe. 65 mins. Rel. May 1. Rev. May 8.

Notorious. But Nice. Story to come. Marian Marsh, Betty Compson, Donald Dillaway. Dir. Rich. Thorpe. 67 mins. Rel. Aug. 1.

These tabulations are compiled from information supplied by the vari production company and checked up as soon as possible after release. Little is given when release dates are definitely set. Titles are retained for six months. Managers who receive service subsequent to that period should preserve a copy of the calendar for reference.

The running time even here is presumably that of the projection room showings and can only approximate the actual release length. In these states of affairs, where local or state censorship may result in deletions. Running time in the reviews as given in 'Variety' carry the actual time clocked in the theatre after passage by the New York state censorship, since pictures are reviewed only in actual theatre showings.

While every effort is made to hold this list accurate, the information supplied may not always be correct even though official. To obtain the fullest degree of exactness 'Variety' will appreciate the co-operation of all managers who may note discrepancy.

LOEW'S LEASE ON K.C. MIDLAND UP IN COURT

Kansas City, Oct. 23. M. Woolfe and F. H. Reid, owners of a half interest in the Midland investment company, which owns and operates the Midland theatre and office building, have filed suit here, seeking to force a dividend payment by the company, and also asking that a receiver be appointed pending the working out of other policies in controversy between them and their eastern partners, Loew's, Inc.

The theatre known as Loew's Midland was erected by the investment company with the Kansas City men owning 500 shares of class 'A' stock and Loew's, Inc., owning 500 shares of class 'B' stock, each block valued in the deal at \$312,500.

The properties were leased Oct. 28, 1927, for 10 years to Loew's Theatre & Realty company, a Delaware corporation.

The petition asks that the defendants are required to distribute in dividends surplus profits that have been accumulated from the operation of the theatre and that they be restrained from "usurping control of the company in violation of the rights of the plaintiff."

It is alleged that \$225,000 in profits has been accumulated and under terms of contract should be distributed.

Milwaukee Seven-Year Union Battle at End

Milwaukee, Oct. 23. For eight years Otto L. Meister has been running his Whitehouse theatre on Third street on open shop and for eight years union pickets have marched up and down in front of his house.

But it's all over now. Otto has signed a contract with Local 164 of the operators' union to use five of their men with salaries raised and hours reduced.

The case of Manning Silverman, operating several uptown houses, was continued until Oct. 23. Silverman was arrested on complaint of the operators' union, who charged he sent a boy to steal the sign used by the local in picketing one of his independent houses.

KAPLAN AT MINNESOTA

Minneapolis, Oct. 23. Publix has named Harold Kaplan manager of the 4,200-seat Minnesota which responds Thursday (26) after being dark for two years. He managed the house before it closed and has been at the Paramount, St. Paul, practically all the time since. Ralph Ayres, manager of the Century, takes over Kaplan's duties at the St. Paul Paramount. The Century goes dark.

Heroes for Sale. Post war activities of American vets. Rich. Barthelmess, Loretta Young. Rel. June 17. Rev. July 25.

I Loved a Woman. Based on novel by David Karsner. Story of the affairs of an industrial leader and an ornate stage. Edward G. Robinson, Kay Johnson, Genevieve Tobin. Dir. Alfred E. Green. 80 mins. Rel. Sept. 23. Rev. Sept. 26.

Lilly Turner. Side shows and grifters. Ruth Chatterton, Geo. Brent, Frank McHugh. Dir. A. Wellman. 66 mins. Rel. May 13. Rev. June 20.

Little Giant. The Robinsons as a comedy gangster. E. G. Robinson, Mary Astor. Dir. Roy Del Ruth. 70 mins. Rel. May 20. Rev. May 30.

She Had to Say Yes. Comedy-drama of a "customer" girl. Loretta Young, Lily Talbot, Regis Toomey, Winnie Lightner. Dir. Busby Berkeley and George Amy. 64 mins. Rel. July 15.

Wild Boys of the Road. Drama of the "orphans of the depression." Frankie Darro, Dorothy Connon, Rochelle Hudson, Ann Hovey. Dir. William A. Wellman. 66 mins. Rel. Sept. 30. Rev. Sept. 26.

Studio: Fox Hills, Hollywood, Cal. **Fox** Offices: 850 Tenth Ave., New York, N. Y. **Adorable.** Original. With music. Janet Gaynor, Henry Garat. Dir. Wm. Dieterle. 88 mins. Rel. May 19. Rev. May 19.

Arizona to Broadway. James Dunn, Joan Bennett. Dir. Jas. Tinling. 67 mins. Rel. June 30. Rev. July 26.

Berkeley Square. From the stage play of the same title. Turn back the years type of play. Leslie Howard, Heather Angel. Dir. Frank Lloyd. 87 mins. (roadshow time). Rel. Nov. 8. Rev. Sept. 19.

Best of Enemies. The Racial conflict comedy. Buddy Rogers, Marian Nixon, Joe Cavanaugh, Frank Morgan. Dir. Alan James. 72 mins. Rel. June 28. Rev. July 18.

Charlie Chan's Greatest Case. Another adventure of the Chinese sleuth. George Q. Cline, Heather Angel. Dir. Hamilton MacFadden. Rel. Sept. 15. Rev. Oct. 1.

Devil's in Love. The Harry Harvey novel. Foreign legion yarn. Victor Jory, Loretta Young, Vivienne Osborn. Dir. Wm. Dieterle. 70 mins. Rel. June 23. Rev. July 26.

Doctor Bull. From the novel, "The Last Adam." Will Rogers, Louise Dresser. Dir. John Ford. 76 mins. Rel. Sept. 23. Rev. Oct. 10.

Five Cents a Glass. Love, music and beer. Buddy Rogers, Marian Nixon. Rel. June 30.

F. P. 1. (British-made.) Futuristic plane landing field in mid-ocean. Conrad Veidt, Leslie Fenton, Jill Emond. Dir. Karl Hartl. 75 mins. Rel. July 28. Rev. Sept. 13.

Good Companions. The (British-made.) From the Priestly novel of an English concert troupe. Jessie Matthews. Dir. Victor Saville. Rel. Sept. 8. Rev. Oct. 1.

Hold Me Tight. Love in a department store. Jas. Dunn, Sally Eilers. David Butler. 71 mins. Rel. May 26. Rev. May 26.

I Loved You Wednesday. Stage play of four tangled lives. Warner Baxter, Victor Jory. Dir. Henry King. 75 mins. Rel. June 16. Rev. June 20.

It's Great to Be Alive. An only man in a world of beautiful women. Rouillon, George Stuart, Herbert Mundin. Dir. Alfred Werker. 68 mins. Rel. June 2, 7.

Last Trail. The Zane Gray story. Geo. O'Brien, El Brendel. Dir. James Tinling. 60 mins. Rel. Aug. 26.

Life in the Raw. Zane Gray story Cowboy saves girl's brother from bandit gang. Geo. O'Brien, Claire Trevor, Greta Nissen. Dir. Louis King. 62 mins. Rel. July 13. Rev. Sept. 26.

Man Who Dared. The imaginative biography based on life of Anton Cermak. Preston Foster, Zita Johann. Dir. Hamilton MacFadden. 77 mins. Rel. July 13. Rev. July 26.

My Lips Betray. Lillian Harvey's second U. S. release, but the first made. From the play by John Balderson. Lillian Harvey, John Boles, El Brendel. Dir. John Bystrone. Rel. Nov. 10.

My Weakness. Musical. Lillian Harvey, Lew Ayres. Dir. David Butler. 74 mins. Rel. July 14. Rev. Sept. 26.

Paddy the Next Best Thing. From the stage play. Janet Gaynor, Warner Baxter. Dir. Harry Lachman. 75 mins. Rel. Aug. 18. Rev. Aug. 22.

Pilgrimage. Mother love from a new angle. From the I. A. R. Wiley story. George O'Brien, Heather Angel, Norman Foster. Dir. Marian Nixon. Rel. John Ford. 96 mins. Rel. Aug. 18. Rev. July 18.

Power and the Glory. The Jesse Laskey's 'narrative' story. A man's career in flashbacks. Spencer Tracy, Colleen Moore. Dir. Wm. K. Howard. 97 mins. Rel. Sept. 8.

Shanghai Madness. Magazine story by F. H. Brennan. River pirates on a Chinese stream. Spencer Tracy, Fay Wray. Dir. John Bystrone. 63 mins. Rel. Aug. 4. Rev. Sept. 26.

Smoky. From the novel by Will James. Victor Jory, Irene Bentley, Francis Ford. Dir. Eugene Forde. Rel. Oct. 27.

Trick for Trick. Stage play of same title. Ralph Morgan, Victor Jory, Sally Blane. Dir. Hamilton MacFadden. 68 mins. Rel. April 21. Rev. June 14.

Walls of Gold. From Kathleen Norris' novel. Sally Eilers, Norman Foster. Dir. Kenneth MacKenzie. Rel. Oct. 27.

Warrior's Husband. The stage play by Julian Thompson. An Amazon who had a heart. Elissa Landi, Marjorie Rambeau, Ernest Truex, David Manners. Dir. Walter Lang. 74 mins. Rel. May 12. (Lasky production.) Rel. Oct. 20.

Worst Woman in Paris. The Lasky production for Fox. Title is explanation. Benita Hume, Adolphe Menjou, Helen Chandler. Dir. Monta Bell. Rel. Oct. 20.

Freuler Associates

Offices: R.K.O. Bldg., New York, N. Y. **Easy Millions.** Original. Reputed millionaire loses his job, an inheritance and almost his sweetheart. Skeets Gallagher, Dorothy Burgess. Dir. Fred Newmeyer. 69 mins. Rel. June 24. Rev. June 24.

Kiss of Araby. Original. Sahara story of British army and Riff, with love interest. Maria Alba, Walter Byron, Claire Windsor. Dir. Phil Rosen. Rel. April 21.

War of the Range. Tom Tyler western. J. P. McGowan. 60 mins. Rel. Sept. 22.

Majestic

Offices: Ldg., Radio City, New York City **Cheating Blondes.** (Equitable.) Twin sisters tangled in a murder mystery. Thelma Todd, Raife Haroldo. Dir. Jos. Levering. 66 mins. Rel. April 1. Rev. May 22.

Curtain at Eight. Story of a murder mystery by Octavus Roy Cohen. C. Aubrey Smith, Dorothy Mackall, Paul Cavanagh. Dir. E. Mason Hopper. 72 mins. Rel. Oct. 1.

Sing, Sinner, Sing. Torch singer marries a millionaire. Paul Hyams. Dir. Howard Christy. 74 mins. Rel. Aug. 1.

Trouble Sisters. Western. Jack Hoxie, Lane Chandler. Dir. Lew Collins. 65 mins. Rel. May 15.

The Sin of Nora Moran. Woman is framed to shield the higher-ups. Johann, Alan Dinehart, Paul Cavanagh, John Miljan. Dir. Phil Rosen. Rel. Sept. 1.

Metro

Offices: 1540 Broadway, New York, N. Y. **Another Language.** Story of the in-laws from Rose Franken's stage hit. Hal Hays, Robert Montgomery, Louise Closser Hale. Dir. Edw. H. Griffith. 69 mins. Rel. July 24. Rev. Aug. 26.

Barbarian. The Ramon Novarro as an Egyptian guide who is really a prince. Myrna Loy, Reginald Denny. Dir. Sam Wood. 80 mins. Rel. May 12. Rel. Sept. 1.

Beauty for Sale. Faith Baldwin's "Beauty." To Kruger, Madge Evans, Una Merkel, Alice Brady. Dir. Rich. Boleslavsky. 86 mins. Rev. Sept. 19. Rel. Sept. 1.

Broadway to Hollywood. Three generations in a stage family. Alice Brady, Jack Carson, Chet Kelly, Russell Hardie, Eddie Quilian. Dir. Willard Mack. 83 mins. Rev. Sept. 5.

Devil's Brother. The Operetta "Fra Diavolo." Laurel and Hardy. Dennis King, Thelma Todd, Jas. Flinkey. Dir. Hal Roach. 91 mins. Rel. May 12. Rev. Sept. 1.

Dinner at Eight. From the stage play. All star cast headed by Marie Dressler and John Barrymore. Dir. Geo. Cukor. Roadshow length 110 mins. General release not set.

Hell Below. The submarine heroes of the World War. Robert Montgomery, Jimmy Durante, Madge Evans, Walter Huston. Dir. Jack Conway. 105 mins. Rel. June 8. Rev. May 2.

Hold Your Man. A smart aleck crook who escapes everything but love. Jack Carson, Chet Kelly, Eddie Quilian. Dir. Sam Wood. 89 mins. Rel. June 30. Rev. July 13.

Made on Broadway. Original. Press agent power in politics and society. Robt. Montgomery, Madge Evans, Sally Eilers, Eugene Pallette. Dir. Hal Hays. Rel. May 19. Rev. July 11.

Midnight Mary. Gangster story with the trial flashback used. Loretta Young, Ricardo Cortez, Franchot Tone. Dir. Wm. Wellman. 75 mins. Rel. June 30. Rev. July 18.

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FRANCES DEE, JEAN PARKER,
EDNA MAY OLIVER,

Douglass Montgomery, Henry Stephenson

Directed by GEORGE CUKOR. MERIAN C. COOPER, exec-
utive producer. Kenneth Macgowan, associate producer.

R K O
RADIO
Picture

CALENDAR OF CURRENT RELEASES

(Continued from

Working Man, Original. Romance in the shoe business. Geo. Arliss. Bette Davis. Dir. John Aldrich. 77 mins. Rel. May 6. Rev. April 25.

World Wide

(Releasing Through Fox)

Lone Avenger, The. Original. Ken Maynard western. Dir. Alan James. 61 mins. Rel. May 14. Rev. July 4.

Study in Scarlet. A. Sherlock Holmes story. Inald Owen, June Clyde, Anna May Wong. Dir. Edw. L. Marin. 115 mins. Rel. May 14. Rev. June 6.

Miscellaneous Releases

ig Chance, The. (Eagle). "Prizefighter-socialist story." John Darrow, Merna Kennedy. Dir. Al. erman. 63 mins. Rev. Sept. 5.

ig Drive, The. Authentic war pictures from records of eight governments. 91 mins. Rel. Jan. 13. Rev. Dec. 27.

Cougar. (Sidney Snow). Jay Bruce captures mountain lions with bare hands. 70 mins. Rev. May 30.

Faithful Heart, The. (Heilber). faithful love. British cast. 61 mins. Rel. Oct. 17.

Gigolotes of Paris. (Equitable). Gold digger story in Parisian locale. Madge Bellamy, Natalie Moorhead. Dir. Alphonse Martel. 68 mins. Rev. Oct. 17.

Hell's Holiday. (Superb). Compilation of war scenes. 90 mins. Rev. July 18.

His Private Secretary. (Superb). A father-in-law to approval of his son's marriage. Evalyn Knapp, John Wayne. Dir. Phil H. Whitman. 68 mins. Rel. June 10. Rev. Aug. 8.

Important Witness, The. (Tower). Story with a gangster touch, but mostly done in a long (and busy) Noel Francis, Donald Dillaway. Dir. Sam Newfield. 63 mins. Rev. Sept. 26.

Laughing at Life. (Masco). Story of a gun-running adventurer. Victor McLaglen, Conchita Montenegro. Ruth Hall. Dir. Ford Beebe. 71 mins. Rev. July 18.

r. Broadway. (Broadway-Hollywood). A day in the life of a B-way columnist. Ed. Sullivan taking the camera around. Big cast names in for a moment to play the columnist. Dir. Johnnie Walker. 65 mins. Rel. Sept. 26.

Neighbors-Wives. (Syndicate). Domestic murder problem. Dorothy Mackall, Tom Moore. Dir. Francis Natterford. 56 mins. Rev. Oct. 17.

Night and Day. (Gaumont-British). Farce. Comedy of a thief chase in a wax museum. Mack Sennett. Dir. Courtland. 76 mins. Rev. May 30.

Police Call. (Showmen). Ring story with an adventure angle. Nick Stuart, Merna Kennedy. Dir. Phil Whitman. 63 mins. Rel. Aug. Rev. Aug. 23.

Sleepless Nights. (Remington). Irish made story on farcical lines. Polly Walker, Susan Lupino. Dir. Thos. Bentley. 63 mins. Rel. July 21. Rev. July 25.

Taming of the Jungle. (Inevitable). Animal training methods. Rev. June 6.

What Price Decency. (Equitable). From a stage play. Jungle background for story of a girl tricked by a mock marriage. Dorothy Burgess, Alan Hale. Dir. Arthur Gregor. 60 mins. Rev. May 14.

Foreign Language Films

cause of the slow movement of foreign film this list covers one year of releases.)

Barberina, die Taenzerin von Sansouci. (Capital) (Ger.). Musical comedy. Li Dagover, Otto Gebuhr. Dir. Carl Froelich. 83 mins. Rel. Nov. 20.

Berlin-Alexanderplatz. (Ger.). Farce. Strong crime drama. Helmut Berger, George Maria. Dir. Phil. 90 mins. Rel. May 1. Rev. May 16.

Bettelstuel, Der. (General) (Ger.). Operetta. Dir. Viktor Janson. 80 mins. Rel. Oct. 15.

Inq Gentleman Maudt. (Protex) (French). Mystery drama. Rene Lefevre, Harry Baur. Dir. Julien Duvivier. 78 mins. Rel. Jan. 24. Rev. May 2.

Nachtigall. Madge (Capital) (Ger.). Love in Hawaii. Dir. Leo Lasky. 80 mins. Rel. Jan. 15. Rev. Jan. 31.

Schoene Abenteuer. (German) (Protex). Romantic comedy. Kaethe von Nagy. Dir. Reinhold Schnelz. 83 mins. Rel. Dec. 1. Rev. May 2.

Der Blaue Schwan. (European). Farce comedy. Max Pallenberg. Dir. Fritz Kortner. 90 mins. Rel. April 1. Rev. April 4.

Der Hauptmann von Kopnick. (Kinematrad) (Ger.). Comedy. Max Adalbert. Dir. Richard Oswald. 96 mins. Rel. Jan. 15. Rev. Jan. 24.

Der Schwarze Hussar. (Protex) (Ger.). Costume romance. Conrad Veidt. Dir. Gustav Lamprecht. 90 mins. Rel. Dec. 1. Rev. Jan. 8.

Das Noches. (Hoffberg) (Spanish). Musical. Conchita Montenegro. Ir. Carlos Borcovec. 65 mins. Rel. May 1.

Donna d'Una Notte. (Portale) (Italian). Court adventure. Francesca Bertini. Dir. Mameo L'Herber. 85 mins. Rel. March 1. Rev. March 14.

Drei Tage Mittelmeer. (German) (Capital). Fast German farce with all-star cast. Dir. Carl Boese. 80 mins. Rel. May 1. Rev. May 23.

Drunter und Drueber. (Ger.) (German). Musical-comedy. Dir. Max Nauffeld. 85 mins. Rel. Dec. 15. Rev. Dec. 20.

In die Liebesnacht. (German) (Capital). Farce. Harry Liedtke. Dir. Joe May. 82 mins. Rel. May 23. Rev. May 23.

In die Nacht in Paradies. (Kinematrad) (Ger.). Musical comedy. Anny Ondra. 90 mins. Rel. Feb. 1. Rev. Feb. 28.

In der Tuer geht Auf. (Protex) (Ger.). Mystery thriller. Dir. Alfred Zeisler. 68 mins. Rel. Feb. 1. Rev. Feb. 1.

False Uniforms. (Rus.) (Amkino). Dir. Lopashinski. 70 mins. Rel. Nov. 18. Rev. Nov. 25.

Frau von der Man Spricht. (German) (General). Madly Christiana. Melodrama. Dir. Viktor Jansen. 75 mins. Rel. April 1. Rev. May 2.

riederliche. (Kinematrad) (Ger.). Dramatic opera based on Goethe's "Maddy Christel." 90 mins. Rel. March 15. Rev. Feb. 28.

Gefahren Der Liebe. (German) (Madison). Sex drama. Tony Van Eyck. Dir. Eugen Thiele. 65 mins. Rel. May 1. Rev. May 2.

loria. (German) (New Era). Transatlantic aviation drama. Gustav Froelich. Dir. Ernst. 75 mins. Rel. Nov. Rev. Nov. 1.

rosse Attraction. (Die Bavaria) (Ger.). Drama is show. Tauber. Dir. Max Reichmann. 70 mins. Rel. Aug. 1.

Hellscher. Der (Ger) (General). Farce. Max Adalbert. Ir. Eugen Thiele. Rel. Sept. 1.

Hertha's Erwachen. (Protex) (Ger.). Delicate life problem. Gerhard Lamprecht. 95 mins. Rel. March 10. Rev. March 14.

Heute Nacht Eventuell. (Ger) (General). Musical comedy. W. 80 mins. Rel. July 1.

oizappel Weiss Alles. (German) (Capital). Comedy. Felix Bressart. Dir. Viktor Jansen. 85 mins. Rel. Jan. 1. Rev. Jan. 17.

Horizon. (Rus) (Amkino). Jewish search for home. Dir. 62 mins. Rel. May 10. Rev. May 16.

Myppolit a Lakaj. (International) (Hungarian). Fast farce. 47 mins. Rel. Jan. 17. Rev. Jan. 17.

Ich Will Nichts von der Welt. (Interworld) (Ger.). Musical. Dir. Geza von Bolvary. 70 mins. Rel. Feb. 15. Rev. Feb. 21.

Inland of Doom. (Rus) (Amkino). Two men and a woman on a desert isle. Dir. Timonshenko. 90 mins. Rel. July 15. Rev. July 18.

Ivan. (Garrison) (Rus.). Dramatic transformation of peasants. Dir. Dovzhenko. 83 mins. Rel. Feb. 1. Rev. March 7.

Kamaradschaft. (Asso. Cinema) (Ger.). Sensational drama. Alex Granach. Ernest Busch. Dir. G. W. Pabst. 78 mins. Rel. Nov. 8.

Korvettenkapitan. (Ger) (General). Military farce. 75 mins. Rel. April 1. Rev. April 1.

Laubkueken. (Ger) (General). Farce. Dir. Max Obsl. 80 mins. Rel. May 15. Rev. June 6.

Lockende Ziel. Das (Ger) (Bavaria). Musical. Richard Tauber. Dir. Max Reichmann. 85 mins. Rel. June 15. Rev. June 20.

Lebbling von Wien. Der (Ger) (European). Solo musical. Willy Forst. Dir. 85 mins. Rel. June 1. Rev. June 15.

Ljubav i Strast. (Yugoslav) (Croat). Drama of life among N. Y. immigrants. Rakel Davidovic. Dir. Frank Melford. 60 mins. Rel. Dec. 15.

Luettigen Muskateln. Die. (General) (Ger) Musical farce. Camilla Spira. Dir. Max Obsl. 85 mins. Rel. May 1. Rev. May 1.

M. (Ger) (Forensic). Powerful dramatic study. Peter Lorre. Ir. Fritz Lang. 96 mins. Rel. April 1. Rev. April 4 and April 18.

arius. (Paramount) (French). Marseilles satire. Dir. Ilexander Korda. 103 mins. Rel. Jan. 4. Rev. April 25.

Man Brauch Kein Geld. (Capital) (Ger). Musical farce. Ir. Karl Boese. Rel. Nov. 1.

Mano a Mano. (Sp) (Inter-American). Western with music. Carmen Guerrero. Dir. Arcady Boytler. 60 mins. Rel. Feb. 23.

Poli Bids In Circuit,
Pays \$3,101,000, Chain
Once Worth \$30,000,000

Hartford, Oct. 23.

With the approval of Judge Edwin S. Thomas in the United States District Court last Friday, S. Z. Poll will once again come into control of the 17 theatres in Connecticut and Massachusetts up to now in the possession of the Fox New England corporation. At the auction of the theatres, held in the lobby of the Capitol theatre \$3,101,000 cash paid for the theatres which five years ago brought Poll an estimated \$30,000,000 from Fox.

Only one bid made for the property and that by William F. B. Rogers and John A. McNaughton of 15 Wall Street, New York, acting in behalf of the first mortgage bond holders. Last week at public auction \$3,500,000 of bonds were sold to the same acting in the same capacity for \$550,000. Thus with Poll holding \$10,555,000 worth of bonds the latter is now assured of 76% control.

A new corporation will now be formed to operate the theatres, with Poll and Halsey Stuart Co. in control. The new name for the corporation will be Fox-New England, Inc. according to Louis Sagal, now in charge. It was understood previous to the sale that Poll had no opposition on bidding for the theatres and it was taken for granted he would take over the chain and assume management with the close of the sale.

NUDIST SEQUEL

San Francisco, Oct. 23.

Bryan Foy's nude "Elysia" will go into Herman Cohen's Strand about Nov. 1. Cohen cleaned up with "This Nude World" several months ago.

Gyp-Proof Checker

Ralph W. Budd of Warner Bros. has invented a mechanical, electrically controlled ticket chopper that makes gyping at theatres almost impossible.

It's an eight-day clock affair, adjustable down to a quarter of an hour, and set in accordance with the operating hours and price changes of the theatre. As the time is reached on the clock, the hopper shooting tickets down into the con-tainers various compartments shifts automatically. It's a double check between the box office and the chopper.

Machine eliminates any padding of ticket by the doorman.

HOLLYWOOD PANTAGES
OPENS WITH U PICS

Hollywood, Oct. 23.

After being dark almost a year, Pantages Hollywood will reopen Nov. 2 with first-run and prolog. Initial attraction will be U's "Only Yesterday." Opening will be \$2.20 top, after that house will run one mat and two at night, 55c. scale.

Rodney Pantages will be house manager.

12% Tax Jump in Miss.
Points Climb of Biz

Oct. 23.

Tax collections on the 10% amusement tax in Mississippi have shown an increase for the first 12 days of October over the same period during September, proof that business is picking up in Mississippi.

The state collected \$13,056 for the first dozen days of October, and \$13,620 for same days in September. Increase is about 12%.

Crockery Salesmen
Yelp as So. Calif.
Houses Block Gifts

Hollywood, Oct. 23.

sing as a pretext the claim that Article No. 19 of the Exhibitors' Code is susceptible of two interpretations, representatives of theatre premium concerns are making their own intensive canvass of exhibitors in the Southern California area check their preference on the issue.

Code says that premiums may be prohibited by vote of 75% of the theatres in any given clearance zone. The postcard ballot of exhibitors taken by the Independent Theatre Owners of Southern California returned more than a 75% preponderance against premiums, with over 220 thumbing the practice, and less than 20 in favor of it. But the gift night premium promotion concerns argue that the TIOS's postcard canvass didn't permit the exhibitor to differentiate between unfair practices, rebates and lottery issues as prohibited in Article 18 of the Code, and Article 19 dealing only with the zoning provision on gifts.

Spokesmen for the chinaware interests, race nights and other merchandising companies prefer to believe that it is a question whether provision 19 demands 75% vote in favor of premiums, or the negative majority of 75% against.

Chinaware people have asserted that 90% of American made china is now absorbed in the theatre gift trade. Loss of the quota of such merchandise heretofore absorbed in Southern California would be a heavy blow to the gift night purveyors.

PITTSBURGH SHORTAGE
ON FIRST RUN PRODUCT

Pittsburgh,

Shortage of product getting acute around here, sending Davis, Down town first, to a second-run policy next week. First under new set-up will be "Too Much Harmony" (Far), which played Stanley couple of weeks ago.

Davis will be day-and-dated with Enright in East Liberty, with Warner, downtown, and Sheridan Square, East Liberty, also day-and-dating on first-run product.

Picture shortage for WB here due to failure to sign with Fox, with latter's pictures going to Fulton and Harris-Alvin on a 35-66 split. For several years, Warners have taken half of the Fox output.

Reopen WB Western, L.A.
With Pic Presentations

Los Angeles, Oct. 23.

Warners' Western, which closed late last spring, reopens Nov. 3, two-a-day \$1.50 top house, with "Spotlight Parade" the first attraction.

Theatre will have prologs staged by Busby Berkeley.

Chi WB-U Deal

Chicago, Oct.

Henry Herbel, Universal exchange manager here, is in New York to close a film deal for Warner Bros. theatres in Chicago.

Chi is final Warner theatre in the country still open Warner-Universal film set-up.

DECIDES AGAINST E. L. KAY

Los Angeles, Oct. 23.

Edward L. Kay's contention that Mrs. Lella Rogers had orally agreed to give him one-half of her half interest in the play "Funny Man" was legally nullified Wednesday (13) when Superior Judge J. T. B. Warner decided in Mrs. Rogers' favor.

Contention arose after Mrs. Rogers had directed the play for the Spotlight producer, and had secured rights from the author.

H-F Co. Sued for 4G

Hollywood, Oct. 23.

The Hughes-Franklin Theatres Co., is being sued for \$4,000 in Municipal court by Donald W. Knapp and Frank R. Brisson.

Complaint specifies the amount is due on a promissory note for \$5,500 signed in 1932 by Harold B. Franklin and Frank MacDonald.

Men and Jobs. (Russian) (Amkino). An American engineer looks at Russia. Dir. A. Macheret. 70 mins. Rel. Jan. 1. Rev. Jan. 17.

Mensch ohne Namen. (German) (Protex). Pulgiant drama. Werner Krauss. Dir. Gustav Uebersch. 85 mins. Rel. Nov. 1. Rev. Nov. 15.

Milady. (General) (French). Sequel to Three Musketeers. Dir. mant-Berger. 120 mins. Rel. Sept. 1. Rev. Sept. 12.

Mond Ueber Morokko. (Protex) (Ger). See Cing Gentlemen Maudt. Mergenfer. (German) (Protex). Submarine warfare's cruelty. Dir. Gustav Uebersch. 80 mins. Rel. May 1. Rev. May 28.

Moritz Macht Sein Glueck. (German) (Capital). Farce. 85 mins. Rel. Dec. 15. Rev. Jan. 17.

Namenschelrat. (German) (Foreign American). 90 mins. Rel. Jan. 1. Rev. Jan. 17.

Ne Listopadova. (Polish) (Capital). Historical romance. Ir. J. Warnecki. 55 mins. Rel. May 1. Rev. May 2.

On Demande Compagnon. (Fr.) (Auten). Musical romance. Joe May. 85 mins. Rel. June 1. Rev. June 6.

Paris. (General) (Ger). Musical. Jane Marnac. Augusta Genina. 90 mins. Rel. Dec. 15. Rev. Jan. 17.

Patriots. The (Rus) (Amkino). Dir. B. Barnett. 80 mins. Rel. Sept. 15.

Poll de Carotte. (Auten) (French). Drama of adolescence. Harry Baur. Dir. Julien Duvivier. 70 mins. Rel. May 15. Rev. May 30.

Peterchen. (Kinematrad). Sound version of Eisenstein's "cassid". 70 mins. Rel. April 4.

Return of Nathan Bekker. (Worldkino) (Russian) (Yiddish). Comedy. Ir. Shpiss and Milman. 72 mins. Rel. April 1. Rev. April 25.

Scampolo. (Kinematrad) (Ger). Cinderella romance. Polly Haas. Dir. Hans Steinhoff. 90 mins. Rel. April 1. Rev. April 17.

Schutzenkoenig. Der (Ger) (Bavaria). Max Adalbert, Gretl Franz Seitz. 90 mins. Rel. April 15. Rev. May 9.

Shame. (Amkino) (Rus). Problems of new Russia. Vladimir Gardin. Ir. Sergei Zaitsev. 75 mins. Rel. March 1. Rev. March 17.

Song of Life. (Ger). (dubbed English) (Embassy). Art and photography predominant. Dir. Granowsky. 70 mins. Rel. April 1.

Soviets on Parade. (Rus) (Kinematrad). Historic record of current Russia. 55 mins. Rel. Feb. 1. Rev. March 7.

Theodor. (General) (Ger) (General). Historical drama. Dorothea Wlecke. Dir. Karl Boese. 90 mins. Rel. May 1. Rev. May 16.

Traum von Schonbrunn. (Ger) (General). Musical. Martha Eggerth. Ir. Johannes Meyer. 85 mins. Rel. May 16. Rev. June 6.

Trois Mousquetaires. Les. (General) (French). Duma's classic with songs. Ir. Gustav Uebersch. 128 mins. Rel. May 1. Rev. May 9.

Ulan, Ulan, Chopoy Malowani. (Polish) (Zbyzsko). Musical comedy. 100 mins. Rel. Jan. 1.

Ulka. (Capital) (Polish). Life of the newboys. 73 mins. Rel. Aug. 25. Rev. Jan. 31.

Una Vida Pura. (General) (Inter-American). Murder drama. Nancy Torres. Dir. John Auer. 75 mins. Rel. Feb. 17.

Victoria und ihr Hussar. (Kinematrad) (Ger). Viennese operetta. Michael Bohnen. Dir. Richard Oswald. 90 mins. Rel. April 1. Rev. April 17.

Walzerparadies. (Ger) (Capital). Musical comedy. Charlotte Susa. Dir. Friedrich Zelnick. 80 mins. Rel. March 1.

Weekend in Paradise. (Capital) (Ger). Farce. Otto Wallburg, Elsie Elster. Trude Berliner. Dir. Ropt. Land. 81 mins. Rel. Nov. 1.

Whither Germany? (Kinematrad) (German). Difficulties of life. Hertha Thiele. Dir. S. Dudov. 71 mins. Rel. April 15. Rev. April 25.

Wie ich Techter. (Yiddish) (Quality). Old-fashioned Yiddish drama. Yiddish Film. 60 mins. Rel. May 23.

Visker. (Yiddish) (Grosz). Revamp of silent. Maurice Schwartz. Dir. Sidney Goldin and George Rolland. 80 mins. Rel. May 15. Rev. June 6.

Yorok. (German) (Protex). Historical drama. Werner Krauss, Rudolf Forster. Dir. Gustav Uebersch. 128 mins. Rel. Nov. 1.

Zapfenstreich Am Rhein. (Whitney) (Ger). Musical farce. Charlotte Susa. Siegfried Arno. Dir. Jaap Speyer. 90 mins. Rel. Feb. 1. Rev. Feb. 7.

Zirkus Lebel. (German) (Foreign American). Circus drama. Liane Haid. Dir. Heinz Paul. 70 mins. Rel. Dec. 1. Rev. Jan. 3.

Key to Address

Amkino, 723 Seventh Ave.
Associated Cinema, 154 W. 55th.
Bavaria Film, 25 Spruce St.
Capital Film, 620 Broadway.
Embassy, 215, 279 Seventh Ave.
European Film, 154 West 55th.
Filmchoice, 509 Madison Ave.
Foreign Film, 620 Broadway.
Foremost, 1560 Broadway.
Garrison Films, 723 Seventh Ave.
General Foreign Film, 723 7th Ave.
Germania, 22-33 13th St., Astoria.
Gloria Films, 630 Ninth Ave.
Inter-Americas, 50 East 42d.

International Cinema, 1431 First Ave.
Interworld Films, 1540 Broadway.
J. H. Hoffberg, 723 Seventh Ave.
J. H. Whitney, 350 East 72d.
Kinematrad, 723 Seventh Ave.
Madison Pict., 111 West 57th.
New Era, 640 9th Ave.
Portale Film, 630 Ninth Ave.
Protex Trading, 42 E. 58th.
Quality Pict., 630 Ninth Ave.
Ufa, 723 7th Ave.
Worldkino, 1501 Broadway.
Zbyzsko Film, 274 Madison Ave.

Radio Code About Set, but Labor Problems Stalled for 90 Days

Washington, Oct. 23.

Squabbles over details of the radio code are expected to be washed up this week with the compact slated for delivery to Recovery Administrator Johnson within a few more days.

Face-saving formulas for settling temporarily the dispute over work-hours of technical employees and the controversy regarding jurisdiction over actors were worked out last week and are confidently expected to clear the path for President Roosevelt's signature.

Wrangling over whether studio operators should work 40 or 48 hours weekly will be sidestepped for three months, while a special investigation is made into conflicting claims of labor and broadcasters. A similar arrangement has been worked out for dealing with actors, although no time limit has been set upon this investigation.

Labor leaders cannot be described as having agreed to accept the compromise, but assurance has been given that they will not protest if this proposal is written into the code. All that remains is to get tacit approval of this procedure from Edward N. Nickels, NRA labor advisor, on the radio impact and operator of WFLA, Chicago. Equity, which first fussed about not being recognized in the original code and then sought to duck from under the agreement, is viewing the compromise on actors with apprehension, but apparently will have to take it and like it.

Labor No Li

On the labor proposition, it is understood union leaders have served an ultimatum to the National Association of Broadcasters to the effect that if investigation shows a 40-hour week for operators would not be a crushing burden they will fight to the last ditch for revision of this part of the code 90 days after the agreement goes into operation. Broadcasters are confident, however, that they can produce statistics showing the impossibility of cutting hours for this group below 48.

Reluctant to discuss these proposals, Deputy Administrator Sol A. Rosenblatt said the labor question will be straightened out at a conference in Chicago with Nickels Wednesday and expressed complete confidence the barriers will be hurled by the end of the week. John Guider, counsel for N. A. B., was "equally optimistic," although he said to discuss the expected outcome of the labor argument.

An Everyday Headache; Errors in Listings Give Press Bad Rep

Chicago, Oct. 23.

Program schedules are a headache for radio editors as the public demands more accuracy. Dailies here have a last minute phone service to pick up changes in program listings.

Radio listings have become the bane of existence not only for the radio eds but for the station p.a.'s with the readers and listeners not being hesitant about phoning the newspaper about the error in listing with the newspaper passing to the buck and begging off that it's the station's fault.

Both stations and dailies are now running a note on all listings explaining to readers and radio eds that such-and-such time schedule was correct at such-and-such a date and hour. All expressing themselves to the public in print as not responsible for errors as due to last minute rearrangement.

Radio program listings have disappeared from the consumer press in many of the key papers of the state except as to paid advertising matter. Des Moines (Ia.) Register and Tribune has a giveaway of about four inches on the NBC red network, the remainder, some 2 columns is paid matter.

Davenport (Ia.) Democrat has about 10 spot features listed in a box, but gives the WHO-WOC station a quarter of a column. No comment in any of the press as to disappearance.

Short-Handed on V.P.'s

With the resignation of George C. McClelland last week NBC's setup has been reduced to nine. Shrinkage is from an original 11.

McClelland's departure makes the second from the official roster within a month. Other was John Elwood, V.P. in charge of educational, religious and political broadcasts.

Only 300 at Vallee Shows in Radio City; No Big Glass Curtain

Absence of a glass curtain in the 1,000-seat auditorium of NBC's Radio City layout will make it necessary for commercials of the Rudy Vallee-Fleischmann example to resort to the more intimate studio which holds 300. Latter room is equipped with a glass curtain, which arrangement will continue to permit Vallee to do his killing at low volume into the mike and the sideline audience to inhale it from studio loudspeaker sources.

Pending the designation of an opening date for the Radio City studios NBC has stopped printing tickets for the Fleischmann broadcasts. Times Square studio, where this event is now being held, has a capacity of 700. NBC will start broadcasting from its R. C. quarters Nov. 11, but it doesn't figure on admitting the public to the studio until the inaugural ceremonies Nov. 15.

WSOC Joins NBC

Charlotte, N. C., Oct. 23.

WSOC, a formal station for Charlotte, took the air Saturday (14) with a new opening. NBC, with which the station is affiliated, dedicated a half-hour, 9:30 until 10, to WSOC and welcomed it to the chain.

Earle Gluck, former manager of WBT here, is the general manager, and Ronald Gluck, formerly chief announcer for WBT, is program director and chief announcer. He is assisted in the announcing by Paul Norris, late of a Chicago station.

W. C. Irwin is commercial manager, and Robert Morris chief engineer. Station is on the air daily from 8 a.m. until midnight. Formerly located at Gastonia, N. C. The equipment and rights of the station were purchased and moved to Charlotte. McClarren Rubber Company, tire manufacturers located here, are sponsoring the station.

Agencies Retain Steel

Chicago, Oct. 23.

Two more advertising agencies here have appointed Frank Steel as their radio executive. McJunkin and Carroll Dean Murphy now get Steel radio advice on accounts. Steel also has been handling radio matters for Critchfield and Ruthrauff & Ryan agencies.

NEBRASKA WEB STARTS

Lincoln, Oct. 23.

Midwestern web keyed by stations KFAB, KOIL and KFOR officially began to function as such when the Crazy Chrystal program which has been running at odd times on all three stations was put at the same time to all three links through the KFAB studios in the Cornhusker hotel. It was a Lincoln theatre organ program.

This was begun last week and is only a starter. Several other clients are soon expected to buy into the idea.

WBT'S RADIO EDUCATION

Charlotte, N. C., Oct. 23.

Beginning November 14 and daily thereafter save for week-ends the North Carolina School of the Air on WBT will offer a full hour for schools to pick up in classroom work. Number of North Carolina schools have already informed WBT that they are installing radios.

Every high school subject will be covered.

BOSTON AGITATED

Kous Before Sevitky Mare Back Bay Calm

Boston, Oct. 2.

Its Koussevitzky vs Sevitky, in a demented sort of social-radio name war here. Fabien Sevitky is really Koussevitzky, nephew of Dr. Sergei Koussevitzky, conductor of the Boston Symphony. Fabien cut off the Kous several years ago. His explanation was that he wanted to go on his own.

Now Sergei's wife is Maria, a sculptress. And Fabien's wife is Maria, radio soprano.

Recently, the latter in air programs adopted the name of Maria Koussevitzky. Boston social elect began phoning Mrs. Sergei, seeking to know when she had suddenly developed singing talent and radio aspirations. That started it. Dr. Sergei says: I don't see why my nephew's wife uses that name or why my nephew permits her to do it—'it's the name of my wife.'

And Fabien retorts: 'My wife's name is Maria Koussevitzky—our marriage license shows that—and there is no reason in the world why she shouldn't use it if she wants to.'

Strike May Set Back G.M. Air Splurge

Debut on CBS of the General Motors series involving its Pontiac, Oldsmobile and Buick brands may be deferred until after Jan. 1 due to labor strikes and other causes which are impeding car production. G. M. view is that it would be a waste of money to build up an introductory campaign for its new models if conditions made it impossible to deliver orders garnered by the air ballyhoo.

Original plan had been to unveil the six programs a week schedule a few weeks before the New York and Chicago auto shows, which have been set for the first week in January. G. M. series will be framed around Stoopnagle and Budd, a combo bated by Johnny Green, and another orchestral frame with Andre Kostelanetz in charge.

VOYNOW JOINS CHI COLUMBIA DISC CO.

Chicago, Oct. 23. Chess game switching of recording company managers here now sends Richard Voynow from the Brunswick Lab to Columbia Phonograph's radio disc division. Voynow takes over Columbia's radio disc division, which was changed started when Bill Young was snatched away from Columbia and given the head post for the newly opened RCA Victor offices in the Merchandise Mart.

Monroe Wayne remains as recording technician with Columbia.

No one yet named to sub for Voynow at Brunswick.

Newcomers NBC Step-Up

Walter Koons, former trade magazine writer, last week stepped into spot vacated by Al Short's departure as musical production supervisor in the NBC program department. In recent weeks Koons has been on the network payroll doing special publicity on the Radio City opening. Koons' previous contact with radio was in 1927 as director of the Baldwin Piano Co.'s program on NBC. Present assignment has him functioning under Frank Black.

BOSWELL'S FILM

Hollywood, Oct. 23.

Boswell Isters have been signed by Twentieth Century for 'Moulin Rouge.'

Round the Town—In Ft. Wayne

Ft. Wayne, Oct. 23.

WGL associate station to WOWO has started a Round-the-Town Revue of its own picking up dance music from local spots by remote control. Half hour program over WOWO at 10:30 p.m. every Monday and Sundays. Come from Trianon ballroom, Berghoff Gardens, Summit City restaurant and Up-town club.

RKO Clocks Hotel Dining Room At 60c a Head for Ben Bernie

In Tune

Ft. Wayne, Oct. 23.

Perfection Biscuit Co. now insists on WOW members being dressed in costume. New move makes it imperative for Norman Link, tenor, and the orchestra to deck themselves out in aprons and caps three times a week.

Singer also directs his band with a large soupplate for that extra touch.

NBC Technicians Pay Cut Restored if They Drop A. F. of L. Ideas

San Francisco, Oct. 23.

Offered restoration of last year's 10% pay cut, NBC technicians have fallen into line with the company union idea.

Organization is being completed this week with all members but one, stating they'll see how the company group works out.

By joining the NBC outfit they must relinquish their A. F. of L. affiliation, they have been informed.

Indications in New York are that NBC by the Dec. 1 payoff will have restored one of the two 10% salary cuts put in effect the past year. To dissuade its technical staffs from joining outside unions the network is making it a 10% boost for everybody in that division.

Vaude on Air Direct

Cincinnati, Oct. 23.

Beginning next week the RKO Monday night broadcasts of vaude talent playing the Palace will originate from the stage of the theatre, with the customers looking on. Airing occurs over WKRO from 11:30 to 11:45 o'clock.

Burns and Allen, current at the Palace, didn't take part in the Palace air show this week. Their contract with General Cigars for radioing on the CBS chain prohibits additional broadcasting. Ditto Ben Bernie last week, although the maestro allowed Jackie Heller and several of his musicians to work the program, there being no other stage talent at the Palace during the Bernie date.

2 BOTTLES AS PRIZE

Not Risking Cases of Beer On Al & Pete's Guessing

Chicago, Oct. 23.

Bismarck Beer starts on WBBM, the local Columbia outlet, on Nov. 6 with Al and Pete warbling duo, twice weekly at 6.15-6.30 p.m.

Will use the 'try to stump us' gag, listeners-in being invited to send in requests for any tune, with Bismarck promising a beer prize to those who can stump the singers. If the singers can't locate and warble the ditty Bismarck company will ship the listener two free bottles of brew.

Estey Codliver Show

Health Products, Inc., starting this Sunday (29), will have another niche on NBC, with the second used to plug its White Codliver Oil brand. Latter program, routed over the blue (WJZ) loop, will combine cowboy ballads and patter about ranch life.

Same account through another agency, McCann-Erickson, is supporting the Potash and Permutt series with Feen-a-Mint the product involved. Estey agency has the spot broadcasting end of the Feen-a-Mint business. It's a plattered script-show, 'Doc Williams' Drug Store'.

Wilbur Hall Quits NBC

San Francisco, Oct. 23.

Wilbur Hall is bowing out of NBC's writing and producing department after holding a chair there for several years.

Has written a flock of serials and plays while there.

Cincinnati, Oct. 23. Hotel Sinton had to pay RKO 60c a head for the 250 people who sat in for Ben Bernie's Blue Ribbon broadcast over the NBC web last Thursday night. Program emanated from the hotel's dining room.

Sinton is managed by John L. Horgan, who salutes show celebs in a large way and has been offering the work of Dave Bernie, brother of Ben, at the hospice for the past six months. Through a misunderstanding of some sort, Horgan figured it oke to invite the public to view the ol' maestro and his lads during the airing. Horgan used large space in the dailies to bully the stunt and heavy-typed such line as, 'Bring the kiddies; no cover charge; here's a peep behind the scenes of broadcasting—a chance to see and hear a nationally famous orchestra prepare and deliver its broadside of melody to America. Meet Ben Bernie and his orchestra and soloists. Rehearsals for the program begin at 8 o'clock and there will be dancing to rehearsal music until 9 o'clock.'

RKO Demands Coin At the same time the Ben Bernie combo was on the RKO payroll for a week's engagement at the Palace, where the night admish price is 60c. RKO executives learned of the Sinton promotion when reading the press ads. Abe Lipp, their legal guardian, was called to action and bugged with Horgan. Stunt was permitted to carry on when the hotel agreed to pay RKO the theatre charge for each attendant. Shure, Palace mgr. clicked the customers. Standees in the lobby, of whom there were plenty, were not counted.

Horgan therefore got a name band for \$150 and lotsa publicity for the hotel. And Bernie and his troupe were saved the trouble of riding to and from the WLW studios, four miles from the Palace, not to mention the item of taxi fare.

Chi's Charity Gesture

Chicago, Oct. 23.

All stations got behind the Radio Revue for Associated Charities at the Stadium on Dec. 4. Niles Trammel was elected executive chairman of the committee. All publicity campaigns on the drive start on Nov. 13 with the stations also agreeing to give the drive free announcements. Radio revues for the Associated Charities in the past have netted between \$25,000 and \$30,000.

John Clayton with WLS

Chicago, Oct. 23.

John Clayton, former p.a. for the Chicago City Opera Co., lately chief of radio activities for the World's Fair, joins WLS for a spot in the production department.

William Vickland, who has been on the staff of WLS in dramatic roles, leaves the studio for freelance work. Dr. John Holland, assistant pastor of the Chicago Temple, ties with WLS staff as pastor.

HALL'S ICE-BOX ACCT

Chicago, Oct. 23.

Wendell Hall starts a new series locally for R. Cooper, Jr., company, Chicago distributors for the General Electric refrigerator company.

Hitting the air three times weekly at 10:30 a. m. for 15 minutes of musking. Over WMAQ, local NBC station.

BURNETT ON WGN PUFFS

Chicago, Oct. 23.

Frank Schreiber, p. a. chief of WGN, 'Tribune' station, adds Jack Burnett to his staff. Burnett has been with WGN as the scribbler for the sports reviews spied by Jack Harrington.

Burnett replaces Hazel Hopkins who resigns to accept a writing post for a commercial account.

TAGGART'S ORC JOB

Winnipeg, Oct. 23.

George Taggart of Winnipeg has been named as assistant program director of Toronto on the Canadian Radio Commission. Taggart was first slated for one of the announcer's jobs in CKY, Winnipeg, but finally landed the Toronto post.

WEBS OUTSMART WAX

George McClelland Quits NBC

Second Vice-President to Go This Fall—
To Become Private Consultant

George C. McClelland, whose last listing on the network's roster gave him the title of v. p. in charge of sales, resigned from NBC Friday (20). McClelland, whose career with the organization dates from 1922, when the American Telephone and Telegraph brought him to sell time on WEAF, now the main key of the red link, plans to go into business on his own as consultant on broadcast advertising.

McClelland's status in the NBC ranks underwent a radical shift last November, when Richard C. Patterson, Jr., former New York City commissioner of corrections, was brought in to replace him as executive v. p. For the time he was given the title of assistant to the president. Realignment of the sales division three months later regained the v. p. tag for him. McClelland's resignation comes as a prelude to another reorganization of the sales department, with newcomers slated to take over important posts.

Crack Seller

To McClelland and W. Harkness, his associate, WEAF in its early days, is given credit for foreseeing radio's possibilities in the field of advertising and for many of the major developments in broadcast merchandising along network lines. Aside from sales, McClelland functioned as the gladhand intermediary between NBC and its station affiliates, with this ambassadorial flair held responsible in a great measure for the network's success in maintaining advantageous relations with its strategically located allies minus, until recently, both contracts and special rate dispensations.

With the formation of NBC in 1926 McClelland became executive v. p. and next in command to M. H. Aylesworth. Before that A. T. & T. had advanced him from sales mgr. to gen. mgr. of WEAF.

McClelland follows John Eliwood in shrinking the once formidable list of NBC vice-presidents.

RADIO STAGE DOUBLING BURNS FRISCO RIVALS

San Francisco, Oct. 23. A Tinker-to-Evers-to-Chance play of Ted Fiorito when he was to bicycle from the Hotel St. Francis to the Fox theatre to the opposition Orpheum, was nipped in the bud.

Maestro was to do a radio period from the Orph stage for MJB coffee, but to do so would have had to double from a competing house. Fox management, Musicians' union, and Music Corp. of America nixed the idea, Fiorito has to wait until he leaves the Fox end of next week before he can do his MJB periods.

Broadcasting of MJB's Monday night period from the Orph stage was under a real made by Bob Collier for Marco, with MJB, Lord & Thomas agency and NBC-Marco, to supply the talent he books into the Orph and the Warfield, although the Warfield is also a competitive house.

First of the broadcasts did have Chic Kennedy, from the Warfield, working on the Orph stage, with Fox-West Coast scorching at that one.

Hotel Pays KOA

Denver, Oct. 23. Cosmopolitan hotel is one of the very few hotels in the country paying for part of the broadcasting of its orchestra. Signed with KOA to pay for 15 minutes every other Friday.

On six times a week, a half-hour each. WJZ chain gets some of their programs.

WHISKY ORDERS TAKEN

Sold	Advance	Busi	Over
		KMOX	Airline
		Louis,	23.
		rst hard liquor account in radio,	
		at least	midwest area,
		stars on KMOX, local CBS key,	
		Brennan, Francis, Shaw and Roos,	
		St. Louis bottled goods distributor,	
		will use a minute announcement se-	
		ries urging 'em to put in their or-	
		ders and coin now. If repeat falls	
		to go into effect by the end of this	
		year the bottling outfit guarantees	
		an immediate refund plus six per-	
		cent.	
		Liquor firm has also obligated	
		itself for an hour's program over	
		the same kilocycle the night that	
		the 18th amendment becomes in-	
		valid.	

Comic Bars Audiences As Dumb, Unmannerly, And Wrong Laughters

Because they laughed as heartily over a bum gag as they did over what he considered his better stuff, Harry Hershefeld has eliminated studio invitees from his nightly broadcasts from WOR, Newark. Habit the mike sideliners had of giving equal giggle weight to all his gags became not only irritating to him, avers the humorist, but tended to cheapen his program.

What particularly prompted Hershefeld to do his act in seclusion was a bunch of protest letters he had received as the result of one of his broadcasts. Head of the local Catholic diocese had asked him to include in his news comments an announcement that if Friday fell on a legal holiday the partaking of meat on that day would be permissible. Though the item was read off in the utmost seriousness one of the studio clique laughed, and the next day's mail took Hershefeld to task for the incident.

That episode and others, said Hershefeld, tipped him off to the danger of having lots of his material misconstrued.

For Humor Read Radio Survey Made in 1928

Chicago, Oct. 23. radio brought out of the files of rwin-Wasey dated February, 1928, is like reading the diary of Columbus. Comparing it with today's viewpoint of radio tells better than anything else how sharply advertising agencies have changed, in their attitude toward the ether medium.

Survey touches on network versus spot—broadcasting, circulation estimates, per capita cost. It states that NBC has broadcast facilities in 43 cities, CBS in 16. Red NBC network web per hour charge was \$3,770. H's comments of some 50 commercial firms and their reactions to their success on the radio, with as many can as pro.

Of most importance is the conclusion drawn by the survey, particularly the one line that states that radio is not and never can be a direct sales medium.

GARY PROGRAM BOSS

Gary, Ind., Oct. 23. Lloyd Hartley joins the Ralph Atlas station WIND here, as program director. Formerly WGES, Chicago.

Hartley given job because of speaking five foreign lingo. Knowledge of foreign tongues is imperative in Gary, which is peopled with foreigners.

NEW PHRASING A LOOPHOLE

Spot Broadcasting Setback
When Defenders Permit
the Tagli to Be Be-
fogged with Substitute
Idea

A. F. OF M. SLAP

If there are any delusions harbored in the broadcast trade about the prospective all of the announcement tag on transcriptions that they are isks, won't be found among the major figures of isk, maki and station operati opinion is that movement in that directi scuttled the floor of the recent convention of the National Associ on of Broadcasters when its proponents allowed themselves to be jockeyed into accepting a compromise amend-

It is the opinion of this recording and station element that the issue should have been carried through as originally phrased. This original resolution as submitted to the convention contained no 'its' and 'ands'. It boldly urged that the Federal Radio Commission be prevailed upon to remove the regulation requiring that an electrical transcription be described over the air as such. Couched along these lines the measure presented a clean-cut issue, namely, that the level of perfection achieved in recording no longer justified the commission's discrimination against this mode of air entertainment.

By modifying this stand and making it mandatory that the transcription be described over the air as the production of such-and-such company, those favoring the original resolution have not only brought the situation back to where it started, but have helped strengthen the networks' argumentary position. The webs can now openly contend that the indie broadcasters are merely trying to substitute twaddle-dum for twaddle-dee, and the listening public will quickly see through this attempt at deception and react accordingly.

Onslaught

American Federation of Musicians declared last week that it is entering with the Federal Radio Commission a protest against any change being made on radio-disk taglines.

Union's attitude will be brought to the FRC's attention either through its president, Joseph Weber, or the A. F. of M's chief counsel in Washington, Gen. Samuel T. Ansell. Aside from accusing the broadcasters of intent to deceive the listening public, the protest, avers the federation, will argue that the letting down of the bars in this direction could only serve to increase unemployment in the ranks of musicians and other talent, and through this situation defeat the essential purposes of the NRA.

Declaring themselves all for the lifting of the regulations are the phonograph companies. Under the amendment to the regulation as submitted by the NAB, these recorders realize, the phonograph platter end of their enterprise would come in for free-air advertising of untold value. Even though the amendment, for instance, "This is an RCA production," would refer to a sionel turned to out specifically for broadcast purposes, the recorders aver, the plug value accruing to the same firm's phonograph brand is obvious.

Music Publishers Protective Association estimates that its 1933 tally of income from radio disks

Finkelstein in Radio Disc Biz

Theatre Operator Invades Radio—Uses
Auger Bros. Rep Troupe

Minneapolis,

Peoria Station's Daily Gossip Show
Gets Sponsor

Peoria, Oct. 23. Started recently, the community chatter column over WMBD has been taken as a daily commercial by Fels Naphtha soap. Known as the 'Heart of Illinois' the chatter takes 15 minutes daily except Sunday at 9:45 a.m. and is aimed right at the hearts of the femmes with social gossip.

Station has established correspondents in 60 small communities within a radius of 70 miles of Peoria. Items are similar to the type of copy used in the personal columns of country newspapers.

Newspaper chatter is falling off as the social ladies prefer to get their names mentioned over a transmitter. It's the latest mark of social standing.

Railroads Try \$11.50 Cincy - Detroit Trip To Coughlin Shrine

Cincinnati, Oct.

WCKY, Covington, is new outlet for Father Coughlin's Sunday radio talks. In conjunction the Big Four and Baltimore & Ohio railroads, operating between here and Detroit, are conducting week-end excursions to the latter city, which permit passengers to visit the Shrine of the Little Flower, where Father Coughlin is stationed.

Round trip costs \$11.50 and starts from Cincy on Saturday mornings. Price includes lunch on the way up, Saturday night lodging in a hotel, bus trip to the Shrine for mass Sunday morning, then a motor trip of Detroit, with an extra \$1 cost for those who desire to revisit the shrine in the afternoon for the Coughlin air program. So far these excursions have pulled less than 50 customers per trip, but the railroads are continuing 'em in hope of better biz.

NIGHTLY SYMPHONY BY CHESTERFIELD

Chesterfield's next spurge on the air will be an all symphonic series, 15 minutes on CBS every evening but Sunday. Philadelphia Symphony orchestra under the baton of Leopold Stokowski is the attraction, debuting November 27 if Columbia can clear the 60-odd stations requisitioned.

Symphonic broadcasts will originate from WCAU, Philly, in which station CBS has a substantial stock interest. Will be the first nightly program series of its kind commercially supported on either of the national wets. Philadelphia Symphony's previous advertiser alliance was with Philco, for a couple of hour and a half concerts.

will go over the \$80,000 mark. Ilection from this source has shown an increase each successive month so far this year. For September the MPPA split up among its membership close to \$6,800 in transcription fees, while the previous month brought the publishers a divvy based on a total of \$6,500. MPPA figures that the current month of October will net it better than \$7,500 from air-platter makers. For 1932 the MPPA's intake on compositions used by transcriptions came to \$63,000, or around 30% over what it had been for the previous year.

Harold Finkelstein, former F. & R. general manager and now head of an Iowa circuit of theatres, has gone into the radio disc business here. For his Mid-West Broadcasting company he has Auger Brothers repertory company, veteran traveling dramatic stock organization, in a series under the title of 'Horse-and-Buggy Days'.

Finkelstein figures that inasmuch as the Auger Brothers company has been a prime favorite with audiences throughout the northwest rural communities for the past 20 years, touring every season and always winding up profitably, he'll be giving the small-towners and farming element what they want in the way of entertainment. He says he remembers the stiff opposition that the F. & R. houses in Minnesota and the Dakotas used to have from the Auger Brothers.

One of the Auger Brothers himself wrote 'Horse-and-Buggy Days' 18 years ago under the title of 'Down on the Farm,' and the company has been playing it off and on ever since. Finkelstein will produce a number of other novelty talking acts designed for rural audiences' appeal.

Officialism
Harold Finkelstein is president; F. W. Ferrin, vice-president; D. E. Finkelstein (formerly a district manager with 'Publix and Warner Brothers'), treasurer; and L. M. Knapp, general manager of the radio disc company.

Finkelstein was influenced to enter the radio disc business because some of the largest transcription accounts are now coming out of Minneapolis and have been going to New York and Chicago.

STUDEBAKER OGLES CBS 20G AIR COASTAL SPOT

Hollywood, Oct. 23.

Studebaker is endeavoring to build an hour and a quarter CBS program from here, using picture name talent.

Deal is being handled through Ralph Wonders in New York, with the automobile company figuring on \$20,000 a program. Several film names have been approached, with indications that William Collier, Sr., will m.c., with Wheeler and Woolsey on the bill.

If the picture comes on, Spence will write the material.

Theatre Buys Time

Lincoln, Oct. 23.

Norm Prager, new publicist for the Stuart and Lincoln theatres here, has contracted for a six-day quarter hour period over the two fall on the Chase & Sanborn hour. He will have vaude shows from the Lincoln furnishing most of the talent, but other programs will be made up of records-out-of-comings musicals and short playlets written around the synopses and highlights of screen fare.

Shows have originally been trading the use of the theatre pipe organ to the stations in return for announcements; but this new deal is a cash transaction. Monte Meyer, sales promotional mgr for the stations, sold the program.

RUBINOFF'S MUSTER

Eddie Cantor will be back in New York in a week or so, followed by Dave Rubinoff. Together again the two fall on the Chase & Sanborn hour. Set to resume in New York. S. Rubinoff has instructed his New York office to reassemble the band he had on the air when last east. His brother Philip is scheduled to return to New York by Oct. 29 to get the band set up.

Foreign Language Programs

JEWISH 1/2 HOUR

General Foods
Jewish Symphony, Ghetto
Serenaders, Aaron Rosen
Songs, Music
30 Minutes
WJZ, New York

As an example of intelligent entertainment planning for purposes of reaching maximum results in a foreign language, this program is probably excellent. No star names, but laid out with the idea of pleasing Jewish audiences of the widest possible range. Announcements in both Yiddish and English and the commercial plugs not too overdone, as is unfortunately so frequent in foreign language broadcasts.

There's a very good orchestra, quite evidently built for the purpose as evidenced by the reed overtones. A fine chorus ensemble also and the numbers chosen seem to indicate thought on somebody's part. Afternoon concert, for instance, there were two Victor Herbert numbers, "Sweet Mystery of Life" and "Gypsy Sweetheart" in Yiddish, translations, plus heart-tugging old-fashioned songs, music to which was written by Aaron Rosen, the announcer, and quite good, too. Vocal and orchestral numbers were interspersed, the violin solo about center for change of pace.

Taken for granted in these programs that children are not likely to be listeners, since they naturally go for English, the language they use in schools and play. Therefore the entire, adult, part. Afternoon concert, for instance, there were two Victor Herbert numbers, "Sweet Mystery of Life" and "Gypsy Sweetheart" in Yiddish, translations, plus heart-tugging old-fashioned songs, music to which was written by Aaron Rosen, the announcer, and quite good, too. Vocal and orchestral numbers were interspersed, the violin solo about center for change of pace.

LA TRIBUNA HOUR

Songs, Music
30 Minutes
COMMERCIAL
WQV, New York

"La Tribuna" is an Italian newspaper published in New York. This hour, sponsored by the paper, although it is commercially paid for by about eight small concerns. With that many backers, it seems to be a safe bet that it might have had a good idea to put forward for entertainment purposes, but none of them seemingly bothered. It's a half hour and pretty bad all the way.

First, of course, there's the basic fault of too many sponsors with a resultant overdone commercial. Announcer in English goes through the whole list of sponsor names to start off, at the end and toward center. Capricious, the commercial newspaper, gives each advertiser a separate buildup. In between each number, this in straight Italian.

Beyond that, however, the program is built wrong because supposedly an Italian hour, but with nothing Italian outside of the announcements. The only good thing, the prano sings "Kiss Me Again" and other songs. A pretty good orchestra plays "Toreador" and other songs. It's not too entertaining (or wouldn't be for 15 minutes), but it's not of the calibre to appeal to Italian trade, and there's nothing there to keep Italian listeners interested. The rest is just a bad entertainment that they can understand and respond to at least as well by turning the dial in either direction, and without the verbiage of sales talk about candles, coal, cigars and other subjects. Kauf.

POLISH PROGRAM

Spot Announcements
Songs, Music
30 Minutes
WAA, New Jersey

Foreign language programs have been proliferating in the last few months along specialized lines, but that doesn't mean letting go of all principles and rules of entertainment. There is no reason why a Polish program in this broadcast to hold Polish speaking people that dial it in.

There's a rather haphazard (or so it seems) orchestra that does pretty nearly all the entertaining. One number and the announcer tells listeners about the marvels of Dr. umpty-dumpty, the best dentist on Delaney street. Another quickie is taken up for a description of the piano rolls that can be purchased in Stanislawski's store in Passaic.

'MEN OF DARI' Incidents

30 Mins.
COMMERCIAL
WJZ, New York

A more ambitious program than firms usually handle. It follows rather closely the general lines of a hero glorifying series of half-hour programs attempted last winter by General Tire in Chicago as a result of an incidentally caused Hays MacFarland agency plenty of trouble.

Difficulty in using the historic facts of living is recently dead heroes as material is obvious. The writer is cramped by a need for remaining authentic and further cramped by the inadequacy to the hero's career. Thus when General "One Arm" Sutton is in China the climax of his adventure to say that Sutton killed the general cannot be handled by radio since it is primarily pictorial. There is a shot and the announcer breaks in to say that Sutton killed the general and escaped from the army camp. Both feats smack of the miraculous, and yet they are covered in a single sentence.

The episode of Sutton's career finds him in Vancouver living quietly as a married man. A cablegram from the Orient arrives. And Sutton walks out of his wife. Will the ladies to whom A. Hollander & Sons hope to sell Hudson fur coats regard this as the mark of true heroism?

Final direct sales proposition the commercial copy on a program like this will inevitably smack of excessive claims. A best letter concerning the "code" for a free coat contestants must make a personal call at a furrier to get a booklet containing the conditions of the contest.

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HENRY L. MENCKEN With William Powell, Frank Black 'In a Beer Garden'

WJZ, New York
Editors, like acrobats, apparently cherish secret ambitions to do comedy. And sometimes they make the grade. Mencken was a quiet humorist, a low Dutch backroom style. Heavy on humor and light on literary embellishments. Mencken's act, his first appearance on the air, got over on its laugh and robustness. For a gag he led the NBC orchestra, which speedily got out of his control.

In glorification of beer-Mencken has a great deal to say. Beer drinkers, unlike gin guzzlers are virtuous men who might slap their wives but never stab them. Beer drinkers are also kinder than hard liquor imbibers whose tonies are paralyzed and they therefore have an untrite tone that renders quartets intolerable.

Mencken is a man all the way and a pretty good speaker. What makes him a radio possibility is his sense of humor. His comments range toward the wisecracking epigram. Thus he finds that jazz affects him like theology. He favors a high alcoholic content and he calculates that a good portion of the smartest people in the world is really drunk without basis in fact.

Land.

BAKERS' BROADCAST Joe Penner, Ozzie Nelson, Harriet Hillard

COMMERCIAL
WJZ, New York

Penner would be able to make this Sunday evening half hour passably diverting. Couple years ago the dough rollers gave a similar comedy show. Penner, however, has a pleasant manner. He has the wrong slant on the baking guild's tastes in entertainment. Baking, ran the plaint, was a serious business and if Fleischmann wanted to give it a good will boost, over the air the program should be of a similar serious and dignified demeanor.

Fleischmann wanted to give it a good will boost, over the air the program should be of a similar serious and dignified demeanor. Penner is beginning to show the earmarks of the one "Falter" comedian. Committed to him are a bunch of gags stuffed with certain peculiarities that are supposed to pass for personality. In his act, Penner is a little like a couple of stogans, such as "Do You Wanna Buy a Duck?" haphazardly interpolated and overworked.

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Station Entertainment Average

STATION CKLW

Windsor, Ont.
Reviewed Thurs., Oct. 12
Peak hours 7-10 p. m.

7:00. "Myrt and Marge" on this station two years and well liked locally.

7:15. Also chain, "Just Plain Bill" Advertising Kolyon, but for entertainment value rather low. Hasn't been on this outlet very long and not very well liked. Too much of a copy of other daily serials.

7:30. Honeyboy and Sasafraas is the only locally produced program on this station for over a year. Composed of two colored gentlemen and the orchestra background. All initiative of the A-A duo and entertaining on its own. Rather mixed appeal. Sponsored by Engas Jewelry Co.

7:45. Chain program of news events from Star Bette Carter. Very high class appeal.

8:00. The Happy Wonder Bakers offering a nice entertaining program of music. A little too much advertising gab but still good.

8:15. Baseball offering. Ed. C. Hill and Singing Sam. Second news commentator within an hour.

8:30. Fletcher's Castoria with a new program, featuring Albert Spalding and Conrad Thibault. From the old chain.

9:00. Gilt gag offering Irving Gilt with a high class appeal. From the chain.

9:15. Kate Smith from Philly without a sponsor but with a local advertiser strung along after her. Medium type appeal.

9:30. White Owl Clear offering a nice all around program with Louis Armstrong and his orchestra. Seen on this outlet for a long time and very popular.

STATION WMCA

New York City
Reviewed Thursday, Oct. 19
Peak Hours 7 to 10:30 p. m.

WMCA is New York's only full-time outlet without chain affiliation. It's the station that a group of Washington street actors took over an operating lease from Donald Flamm a few months ago with the implied purpose of making it the original "home" of the comedy network. It operates on 1,000 watts and maintains an unusually unimpeded position on the dial as far as the metropolitan area is concerned. Interest in the network, the following programs were spot announcements.

7:00—Clean McCarthy. Sports review. Evidently being brought in here by the new management to head its sports staff McCarthy was NBC's turf expert. Resume of the day's sports are neatly summarized and pitifully phrased. Lingo, delivery and the personality they suggest make a crack fit for the purposes of this 15-minute slot.

7:15—Five Minute News. Dramatization of the day's news. Dialogue and acting are of the tabloidy kind and with a vengeance. It's a waste of time and space. A good emphasis and a wry grasp of dramatic essentials. Allotted major attention on this installment was the current mayoralty campaign. Speech excerpts from the two of the candidates—LaGuardia and McKee—were included. Latter's contribution had all the earmarks of a recording of a speech given at the "March of Time."

7:30—Doris Fisher and Rennie McAvoy. Filtration harmony and patter act that makes things easy on the ear. Instead of being a blabbing has the mike to itself. Flair for giving a number of the torch genre something different in emotional interpretation. Also in her favor is a suave and lyrical pair of pipes. Gag interludes project some sorry specimens, but the brevity of these passages helps all around.

7:45—Billie Dauchsa. Another singing act. While the previous program had only a piano in support—this one had a studio orchestra. Girl here also mixes some fetching melody on pop themes, but showed little that was distinctive in the way of her own.

8:00—Frank Luther and Company. Musical Review. Disk. COMMERCIAL. WENR, Chicago. "Frank Luther and Adler-Ikans" is the commercial name of this show which may suggest that the show is for Adlerika, proprietary medicine.

For the product and presentation the Luther show is aces. It fits exactly into the disc and patent system. The show is a record with Luther running through the disc in that 'hello folks' manner. Talking somehow to the elder members of the family circle, though not pointing out the family members, on old-time tunes inter-mixed with vocal parlor games that can be put on the air. Entire program flavored with a sense of humor.

Sis at the front end of the show are practically identical, a bad feature. Dull repetition of the same (Continued on page 44)

Operator in charge could have been of aid had he kept his eyes on the needles and his fingers on the volume control.

8:30—"The Metropolis". Half hour of badly written and acted dramatic drive. Milt Lewis was given credit as author, and Charles Martin as producer. As a Corse Fayton combination of the air they rate by themselves.

9:00—Jean LeVal and Leonard Gowing. Concert repertoire and tender repertoire of operatic excerpts, folk airs and American standards that rested nicely enough on the ear. Roderick Graham pilot of the orchestra background.

9:30—Pappy Zeke and Extra-billy turn holding top position in popularity among the regulars on the station. Not a bad stock harmony with well-balanced comedy interludes. Does its thrice-weekly stint before studio audiences. Tickets for these events are absorbed very fast.

10:00—Charles Hart. Another tenor in concert repertoire with Robert Bower the staff conductor in charge. Ballads and spirituals were this lad's specialty, and listening beyond the second number was no easy task.

Odeco.

STATI

Los Angeles
Reviewed Wed., Oct. 18
Peak Hours: 7 to 10 p. m.

Lack of air showmanship and a faulty spacing of programs resulted in the three peak hours being most awkward. The program was material was handed to the listeners twice during the spread, and on the one short musical program—the half 15-minute—was a rather rough and boring advertising appeal.

7:00—Edgeworth's "Corn Cob Pipe Club of Virginia." The NBC feature from the East. Released locally and carried over a year and a half with the listeners-in, at this neck of the woods, who go heavy for the hill billy and cow yodeling type of material.

7:15—A one-timer. The California mounted band at background for uninspiring talks by football coaches on games to be held the following Saturday. Band an amateurish affair. The program was guaranteed to hold an audience for a half hour.

8:00—Amos 'n' Andy. Sure of getting dialers as this is still a heavy draw.

8:15—Don Carney's dog stories. Commercialized by Spratts and emanating from San Francisco this is a spelling of a human interest canine life. The program met with fan-fanciers, but isn't hot enough for a general audience.

8:30—One Man's Family, also from NBC, San Francisco, is popular with the dialers and has a large female appeal.

9:00—Another NBC program from San Francisco, "Old Memory Box," is supposedly a musical of 15 mins. devoted to old time songs. Irving Berlin's variations have excellent voice, but there's only time for two vocal numbers and a brief piano solo because half the time is taken up by the orchestra.

9:15—Although football figured in an earlier program Herb Dana is on for 15 mins. from NBC, reviewing previous games and giving a poll—on the basis of the radio dial—influenced by the gate. Faulty dictation.

9:30—"Disc of 'Emo's Crime Clues'." Hot locally for the followers of mystery air yarns. Bad pacing, however, for it's another 30 mins. of dial.

10:00—Still another 15-min. of talk, "Richfield Reporter of the Air." Very popular, especially in the rural sections, where they tune in for news before hitting the hay.

Station WFAA

Dallas, Texas
Reviewed Friday, Oct. 13
Peak Hours: 7-10 P. M.

7:00—Three wax programs (all skits) for 30 minutes, cut-in by studio orchestra to separate. Okay for dialers who like dramatics. Little too heavy for other listeners.

7:30—First NBC wax, in good taste and balance, well liked here.

8:00—Second NBC wax, contrast from above, holds up good.

8:30—Peak entertainment from third NBC wax. Tempered to catch the dial all along and good.

9:00—President Roosevelt's talk. Tremendous audience, of course.

9:30—Local commercial, fine spiritual singing. Goes smooth with the elders, who are the targets, and welcome relief from the band-vocal-comedy.

9:45—National wax orchestra in melodies are pleasing to tired bodies near bedtime.

10:00—"The program they stay up to catch—Amos 'n' Andy. After this program local dialers ample for the hay. Great entertainment for family folks.

RADIO'S WORST PROGRAMS

Football. and Its Announcers

WINS has apparently found the solution to the football situation, a problem which CBS thinks it has solved and NBC knows it hasn't. The answer, at the moment, seems to be Benny Friedman. For the Princeton-Columbia game Friedman alternated with Ford Frick on WINS and Michigan's former quarterback was something to hear. As far as the gridiron and radio are concerned last Saturday was about as representative as any weekend this fall will be in that while WEAF and WABC were concerned with the Michigan-Ohio State fracas, WJZ, WINS and others were describing the activity in Palmer Stadium. For the grid fan sitting at home, it offered an opportunity to check up on how radio is handling America's autumn passion. And the conclusion is that football is the chains' most vulnerable point. Friedman's inclusion may be the tip off that the indies are becoming wise to the fact.

Friedman probably hasn't been on the air very much. Perhaps it was his first time out. Certainly his style was far from smooth and there was nothing flowery about his choice of words. But when Benjamin commented that the left side of the Tiger line was doing most of the work you believed him; when he mentioned the Princeton wasn't blocking in the second half as it had in the first, you believed him, and when he questioned the officials on some of their decisions, you believed there was cause for doubt. In other words, Friedman stamped it with authority. His taking issue with officials is a revelation as far as broadcasting is concerned. The guardians of the rules are sacred, as far as the network announcers are concerned, principally for the reason that most of the announcers don't know enough football to question a bad verdict and they play it safe at all times anyway.

Real Color
For the well versed football follower Friedman, or others like him, is unquestionably the answer. He knows what he's talking about and is smart enough not to make it too technical. Where the regular announcers twist their tongues striving for "color," Friedman's "color" is simply in his knowledge of the game which he couldn't keep out of his running account if he tried. For instance, in speaking of Spofford, Tiger halfback, Friedman noted, "How that man can keep his feet!" To the average listener that might not mean much, and coming from the average announcer it would be discounted, but when Benny calls it anyone close to football immediately knows that Spofford must be a "player's player," a ball carrier who doesn't fall on his nose if anyone within five yards of him happens to sneeze.

All of which proffers the likelihood of Friedman then being a player's announcer. To some extent true right now, but with various coaches across the land holding public demonstrations with their teams to initiate the public into the intricacies of the game, plus the ever mounting general interest, it won't be long before anyone sufficiently interested to tune in on football will understand Friedman thoroughly. Meanwhile, WINS has grabbed itself an edge in the matter of these broadcasts and must eventually steal away listeners in the wholesale manner. Particularly if it spotlights ads for Friedman in the Friday and Saturday dailies.

Frick, who does a swell job on baseball, would have given himself a break if he had turned the whole thing over to Friedman. Husing? He talks too much. "CBS' Ted" is so concerned with the "up-back," wing back, who carried the ball and who made the tackle that for two hours and a half his constant stream of padded chatter becomes an annoyance. It may sound great to Husing but if any other station is delivering the same game listeners are prone to leave him flat or alternate. Theodore doesn't always let you know where the ball rests, either, the cardinal rule for any grid broadcaster.

But give Husing his due. None of the other network grid broadcasters are better. Most are less interesting to those who have passed the elementary gleanings of the fall sport and their national circulation is really born of necessity. Whoever wants to hear the game has got to listen to them.

A Job to Do
Then there's Dick Hyland and Don Wilson. Wilson is generally so taken up with his "lead" that the game is on before anyone knows the condition of the field, how many players are present, and which team has the wind—an item of information incidentally the announcers only design to reveal if a gale is blowing. Hyland is a former player who has been very ordinary over the air when heard in the east. Which boils it down to radio never yet having done the job it can do as regards football.

If the networks remain content with the situation they're making it an inviting opportunity for the small stations to step in and cut deeply, if locally, into the webs' Saturday afternoon coverage to build prestige for themselves. The main problem will be to find boys who not only know the game but the college backgrounds, and who can speak reasonably well over a microphone. The field is large and it may be recalled that probably the best football stuff ever offered by the press came out of Boston where the papers turned some former Harvard players loose on their typewriters. So radio should be able to do it, too.

This is not to say that Friedman is yet perfect as an announcer. He made misuses Saturday but he can plead inexperience once and further broadcasts will perfect the routine requirements. Meanwhile, NBC and CBS can do the public a favor by recording the next Friedman session, and then sending for their football men to say, "Pull up a chair."

It's surefire that sooner or later some stations are going to acquire lads who really know football and send them out with three admonitions: "Let us know where that ball is, don't insult anyone, and announce the scores of other games as fast as you get 'em." Who cares who made the tackle?

Utopia!

KANEY'S CHARTS

Chi NBC Listing Daily Changes in Program Material

Chicago, Oct. 23.

Under the guidance of Sen-Kaney, assistant to Niles Trammel, the local NBC offices are daily preparing statistical charts of program content on the NBC network. Statistics are being made cumulative so that the changes in program content can be noted from day to day. Content is being divided in numerous portions, such as music, education, physical education, lectures, news, etc.

RADIO PATENT SUIT

Wilmington, Oct. 23.

International Research Corp., of Ann Arbor, Mich., filed a patent infringement action in U. S. District Court here against U. S. Radio and Television Corp., of Marion, Ind., charging infringement of a patent on improvements for a radio circuit.

Patent was issued to Robert P. Wuelfel, president of the plaintiff corporation, March 7, 1933. Wuelfel in the bill of complaint says he notified the defendants of infringement but got no results. Injunction and accounting of profits and fees asked.

COAST STATIONS RESIST IDEAS

Hick Attitude of Some Broadcasters in the Midst of One of Country's Most Populous Talent Colonies—State Stuff Endlessly Repeated Keeps Dead Level of Dullness

SELF-SATISFIED

Los Angeles, Oct. 23.

Though this territory is full of talent, radio stations out here consistently fail to take advantage of the presence of artists. Lack of showmanship in coast broadcasting is notorious and seems likely to continue, for up to now those occupying the swivel chairs of authority successfully resist all suggestions.

Handful of coast guards shuffled around between stations and frequently getting by on a reputation for having been on a successful program in 1928 are considered good enough by station and program managers. Meanwhile, dozens of strong air talent possibilities are passed by like a schoolman passes a pool parlor.

With the coast non-network stations rated two years or more behind the rest of the country in quality of radio programs they still don't worry out here. Same voices, same songs, same hashed-over ideas, are used and efforts to sell the bosses anything else are met with a self-satisfied ignorance that baffles agents, performers, and originators.

Maybe They're Right!

Mention any name from the show world to the average local station operator and he'll just stare. A few days ago an agent tried to get an audition for a singer who used to get \$750 to \$1,000 in Broadway musical comedies. Station headman had never heard of him and refused an audition on the ground his name was unfamiliar to him and therefore wouldn't mean a thing to listeners.

Prior in this direction was an agent's effort to sell Walter Catlett for an Ed Wynn type of program. Station exec asked "Who is Catlett?" and when the ten per center lost his temper and came back with "He's in pictures and was on the stage just as Ed Wynn was," the manager asked, "Was Wynn on the stage?"

Wet-Dry Debate

Charlotte, N. C., Oct. 23.

With the repeal battle raging in North Carolina, WBT has given the wet and dry organizations one hour between them to call each other names over the ether. Each group is to have half an hour to use as it sees fit. Any other broadcasts will be at commercial rates. The liquor battle of the air will be fought Oct. 31, from 10 until 11 p. m. The state election follows on Nov. 7.

FIGHT REFEREE A SOLOIST

Philadelphia, Oct. 23.

Joseph McGuigan, Philadelphia fight referee as well as vocalist, is teamed with Charlie Kerr's orchestra three times a week, starting Tuesday at 10:45 p. m. over WIP. McGuigan also soloist on the "Port of Dreams" program at 11:30 p. m. Sunday.

Ex-Theatre Mgr. Uppe

Des Moines, Oct. 23.

Irvin Grossman, formerly assistant manager of the Davenport Orpheum, has been uppe by the Central broadcasting Co., WHO-WOC. Now the new booking agent for the station.

WLS Barn Dance S.R.O. for 83 Wks. At 75c in Forgotten Music Hall

Ancient History—1925

NBC will have a museum in its Radio City quarters. Collection of mikes, studio furnishings and equipment, receiving sets and whatnot from way back will be dubbed the "Museum of Radio History." Photos of early studios, control boards and air acts will be included.

DAN GOLDBERG

Chicago, Oct. 23.

WLS Barn Dance program is now in its 83rd week of Saturday night performances at the Eighth Street theatre here. And the only steady S.R.O. theatre in Chicago, a forgotten music hall of 1910, is on darkest Wabash avenue remote from the loop and all transportation. It takes a map to find the place but the audiences that crowd the house admission don't mind a bit. Three-quarters of the crowds are out-of-towners who have come in from neighboring states making a holiday of viewing a bunch of hillbilly entertainers.

A typical Saturday night at this radio theatre—located in Chicago—shows is eloquent of what radio can mean as a builder-upper for theatres. It suggests that radio may be the ultimate means of bringing people back to the theatres by planting the desire.

At 7:30 sharp, with people squeezed behind posts, the stage is literally hanging on the rafters the WLS Barn Dance begins. Announcer Joe Kelly in overalls and whanging a loud cowbell welcomes his friends. He asks: "How many people are from out of town?" About 75% of the audience raise their hands. How many from Indiana, Michigan, and so forth. Kelly then makes the sincere request that everybody talk to everybody else, sit back, relax, and if they want to, take off their coats or even their shoes. Many take him at his word.

Red light over the electrically controlled stage switches on and the 30 minutes of sustaining program gets going, the curtain drawn back to reveal a bare stage with 30 performers seated while hillbilly music provides rhythm for a square dance for seven or eight couples. Each act steps to the mike as introduced and struts its stuff. There are four mikes spread around the stage.

Show is professional amateur night at its worst and its best. Small time vaudeville of years ago. A long skinny violin player with ridiculous—although struts its stuff. A big fat mandolin plunker, the boob with the harmonica and the city sport with the guitar.

After that rural gem of 40 years ago, "She's Buried 'Neath Magnolias," Linda Parker, our own dear Sunbonnet Girl, but pretty heavy, lets out her tonsils. The Sunbonnet Girl's song is something more modern, a bright thing of only 30 years ago and a rendition of "What should I do with Willie?" An audience riot.

Then two blind boys, Mac and Bob. No play or mention made of their handicap. They are presented as just Mac and Bob and harmonize with old-time country ditties, accompanying themselves with an extra large guitar and an extra small fanny mandolin. What they sang is immaterial. Another audience sensation.

Eddie Allen, doing an old-fashioned farmer with the straw and gaiters, comes from the audience and plays a couple of rustic tunes on a small harmonica—"No Borrah Minnevitich" but how they like him. Then Grace Wilson. Remember her from the publicity office? Prairie farmers know her as the "Bringing Home the Bacon Girl." Another riot. Her song is "Thought God tried to be fair, when He gave me my mother He gave me more than my share." Calls for an encore.

John Brown, the staff pianist, can follow away anything. He knows every tempo from the old-fashioned rag down to the off-key blues. He helps plenty.

Swede Comic
Suddenly everybody starts hunting for Olaf Johnson, a Swede, no less. And a Swedish dialectician, besides. Olaf is a smart radio performer. Singing pop number in

(Continued on page 42)

NBC Heavy on Wax Pioneered Burp Syrups

Up to the present NBC leads CBS by a wide margin in the number of homeopathic drug distillers on the chains' books. Added to this fold by NBC last week were Humphrey's Remedies and the Penetrac concoction mixed by Plough, Inc., of Memphis.

Not so long ago this kind of air peddling was held by the webs as outside the pale of listener acceptance, with the result that the juicy disbursements from these sources went to spot broadcasting. Now that the latter's pioneering in this direction has been fruitful in mollifying loudspeaker resistance, the sh policy and let it be known among ad agencies that the bars are down.

Humphrey Homeopathic Medicine Co. has taken two quarter-hour niches a week on NBC's red (WEAF) link. Program, which starts Nov. 13, will carry Bob Emory, who did the Big Brother act for Iodine, in a routine of songs and recitations. Plough's first stanza originates from his home town over a mixed loop of 23 stations, with a New York release not included. It's a script idea with the schedule Tuesday night.

Sues WFBL for Using 'Man About Town' Billing

Syracuse, Oct. 23.

James D. O'Herin has brought suit in Supreme Court for an injunction against the Onondaga Radio Broadcasting Corporation, operating WFBL, and Dyer and Klumbach, Inc., restraining the use of the name, "The Man About Town," over the air.

O'Herin's petition claims that he filed a certificate to conduct business under that name with the County Clerk last Feb. 1, and hence seeks to bar its use for a radio program sponsored by Dyer and Klumbach, Inc.

Horlick's Kid Show

Chicago, Oct. 23.

Horlick's Malted Milk goes WGN with a kid show labeled "Circus Days." Slated to run 15 min. five times weekly.

This is the second kid program Horlick's has had on WGN. Last year used "Devil Bird" series with Bob Becker. New show may extend to network if the idea connects. Lord & Thomas agency handles the Horlick account.

KVI, TACOMA, RITZY

Tacoma, Oct. 23.

KVI, CBS outlet here will be housed in one of the most modern studios on the coast by the middle of next month. New equipment and a larger studio with plenty of room for lookers in now being built in the Rust building.

Eddie Jensen, local manager, expects to play up the attendance angle on local programs.

OUTSTANDING PROGRAMS ON THE AIR

NATIONAL

(Taking in chain programs of coast-to-coast regional lookups. Listing artist, chain and key stations, time, EST, out of New York, and days if more than once weekly, commercial and advertising agency on the account. The time difference according to geographical location can be figured out for local reference accordingly.)

(This and Next Week, Oct. 24 to Oct. 30)

(All time EST)

TUESDAY (OCT. 24)

Julia Sanderson and Frank Crumit, *Parker, Fennelly, Jack Shilket* orchestra. Blackstone Plantation, 8-30 p.m. WEA-F-NBC (Blackstone Opera). Batten, Barton, Durstine & Osborne.

The Goldbergs, with Gertrude Berg, James Waters, 7:45-8 p.m. NBC-WEAF. Also Wed., Thurs. Fri. & Mon. (Peposent) (Lord & Thomas agency).

Amos 'n' Andy, 7:15 p.m. NBC-WJZ. Also Wed., Thurs., Fri. & Mon. Rebroadcast for the midwest an west 10 p.m. CST (Peposent).

Trade and Mark, Billy Hilltop, Scruppy Lambert, Nat Shilkret directing, 8:45-9 p.m. NBC-WJZ. (Smith Bros. Theatricals).

Clara, La. n' Em, Louise, Starkey Isabelle, Brothers and Helen, King 10:15-10:30 a.m. NBC-WJZ. Also Wed., Thurs., Fri. & Mon. (Palmer-olive) (Lord & Thomas agency).

Little Orphan Annie, 5:45-6 p.m. NBC-WJZ. Also Wed., Thurs., Fri. & Mon. (Ovaline) (Blackett-Sample-Hummert).

Ben Bernie orchestra, 9-30 p.m. NBC-WEAF (Blue Ribbon Mail) (Maitland-Sogarty-Jordan agency).

Louise Thomas, 6:45-7 p.m. NBC-WJZ. Also Wed., Thurs., Fri. & Mon. (Sun Oil Co.) (Roche, Williams & Cunningham agency).

Household Musical Memories, Edna A. Guest, Alice Macdonald, Joe Kostner orchestra, 9-30 p.m. NBC-WJZ. (Household Finance Corp.) (Charles Daniel Fry agency).

"Skippy," 5-5:15 p.m. CBS-WABC. Also Wed., Thurs., Fri. & Mon. (Phillips Dental Magnesia) (Blackett-Sample-Hummert).

Boake Carter, 7-8 p.m. CBS-WABC. Also Wed., Thurs., Fri. & Mon. (Philco).

Kate Smith, 7:45-9 p.m. CBS-WABC. Eddie East and Ralph Dumke, John Hale, Don Voorhees' orch., NBC WEAF, 9:30-10 p.m. (Texaco) (Hart-Metzger agency).

"The American Legend," Herbert J. Biberman, director, CBS-WABC, 10-10:30 p.m.

Nino Martini, Howard Barlow, conducting, 9:30-10 p.m. CBS-WABC. "Hert and Marge," 7-7:15 p.m. CBS-WABC. Midwest release, 9:45 p.m. (Wrigley's Gum) (Francis Hooper).

Eno Crime Clues, with Edward Reese, John MacBride, 8-8:30 p.m. NBC-WJZ. Also Wed., same time (Harold F. Ritchie & Co.) (N. W. Ayer).

WEDNESDAY (OCT. 25)

George Olsen band, Bert Lahr (Chase & Sanborn Tea), WEAF-NBC, 8-8:30 p.m. (J. Walter Thompson agency).

Potash and Perlmutter (Jos Greenwald and Lou Welch), WJZ NBC, 7:30-7:45 p.m. (Feenamint) (McCann-Erickson).

The Post Prince, Eunice Howard, reading, NBC-WJZ, 11:15-11:30 p.m.

Irvin S. Cobb and Al Goodman's orchestra, 9-9:15 p.m. CBS-WABC (Good Guy). Also Fri. same time (Ceil Warwick & Ceil).

Irene Rich, 7:45-8 p.m. NBC-WJZ. (Welch Grape Juice) (Erwin-Wasey).

Guy Lombardo's orchestra and Burns and Allen, 9:30-10 p.m. CBS-WABC. (White Owl cigar) (J. Walter Thompson).

Two Warring Pennsylvanians and Moran and Mack, 10:30-10:45 p.m. CBS-WABC. (Old Gold) (Lennon & Mitchell).

Edwin C. Hill, 7:45 p.m. CBS-WABC. Albert Spalding, Conrad Thibault, Don Voorhees conducting, 8:30-9 p.m. CBS-WABC. (Fletcher's Castoria).

Young and Rubicam, 9:30-10 p.m. CBS-WABC. (Phillip Morris) (Milton Blow agency).

John McCormack, William Merrigan Daly, conducting, 9:30-10 p.m. NBC-WJZ. (Vince Mouth Wash) (Ceil Warwick & Ceil).

Irene Rich, 7:45-8 p.m. NBC-WJZ. Fred Hufsmith, Frank Beck, conducting, 8:30-9 p.m. NBC-WEAF. (Bristol Myers) (Pedlar & Ryan).

Alexander Woolcott, "The Town Crier," 10:30-10:45, CBS-WABC; also Fri.

THURSDAY (OCT. 26)

Rudy Vallee-Fleischmann variety program, Lou Holtz, Felix Salmond,

Frank Wilson, Bill Johnson choir, WEAF-NBC, 8-9 p.m. (Fleischmann's Yeast) (J. Walter Thompson).

Cap'n Henry's Show Band, including Chas. Winchell, Larry Ross, Artie Hanshaw, Muriel Wilson, Mo-lasses 'n' January, Don Voorhees orchestra, WEAF-NBC, 9-10 p.m. (Maxwell House Coffee) (Benton & Bowles).

Paul Whiteman, Deems Taylor, m.c., and variety show, 10-11 p.m. NBC-WEAF, coast-to-coast (Kraft Products) (J. Walter Thompson).

"Singin' Sam," 8:15-8:30 p.m. CBS-WABC. (Barbasol) (Erwin-Wasey).

Boesell Sisters, 10:30-10:45 p.m. CBS-WABC.

IDAY (OCT. 27)

Cities Service concert, with Jessica Dragonette, the Cavaliers (Henry Shope, Frank Parker, John Seagle, Eddie Shaw, Lee Montgomery, Frank Banda and Milton Reitenberg, Rosario Bourdon's orchestra, WEAF-NBC, 8-9 p.m. (Cities Service Gasoline) (Lord & Thomas agency).

Fred Astaire, Jack Hoffa, Jack Smart, Ray Atwell, Phil Ducey, Eileen Douglas, Ferdie Grofe orchestra, 9-9:30 p.m. WEAF-NBC (Best Foods) (Benton & Bowles).

Pond's Vanity Pair, Victor Young orchestra, Vee Wiley, WEAF-NBC, 9:30-10 p.m. (Pond's Cream) (J. Walter Thompson).

Floyd Gibbons, Headline Hunter, NBC-WJZ, 10:45-11 p.m.

"First Nighter," with June Meredith, Don Albrecht, Carlton Bricker and Cliff Souther, 10:10-10:30 p.m. NBC-WJZ (Campagna Italian Balm) (Aubrey, Moore & Wallace Inc.).

Armour House, with Pat Baker, Harry McNaughton, Merrie Men, Neil Sisters, Roy Shield orchestra, 9:30-10 p.m. NBC-WJZ (Armour Packing) (N. W. Ayer agency).

"March of Time," 8:30-9 p.m. CBS-WABC. (Remington Rand) (Batten, Barton, etc.).

"Let's Listen to Harris," Phil Harris and orchestra, Leah Ray, 9-9:30 p.m. NBC-WJZ. (Cutex) (J. Walter Thompson).

Lum and Abner's Oldtime Sodaball, 10:30-11 p.m. NBC-WEAF, originating from WTAM. (Ford dealers) (Hitchcock agency).

Ethel Shutta, Walter O'Keefe, Don Bestor's band, 8-8:30 p.m. NBC-WJZ. (Nestle's Chocolate) (J. Walter Thompson).

Rochester Philharmonic orchestra, Dr. Howard Hanson, conducting, 8-8:30 p.m. NBC-WJZ.

Olsen and Johnson, Harry Sosnik, conducting, 10-10:30 p.m. CBS-WABC. (Swift & Co.) (J. Walter Thompson).

Casa Loma band, 12-12:30 a.m. CBS-WABC. Sat. and Sun., 11:30-12 midnight.

SATURDAY (OCT. 28)

Rez Battle concert ensemble, WEAF-NBC out of Toronto (via CRCP), 1:30-2 p.m.

W.B. F. variety show, variety show. NBC-WEAF, 4:30-5 p.m.

N. B. A. Rolfe orchestra, with Leo White, WEAF-NBC, 10-11 p.m. (Hudson's Essex) (Blackman agency).

Frederic William Wile, Political Situation in Washington, 7-7:15 p.m. CBS-WABC.

One Man Farley, sketch, by Carlton E. Morse, with Anthony Smythe, 11-11:30 p.m. NBC-WEAF, originating from NBC Frisco studios.

SUNDAY (OCT. 29)

Alfredo's marimba orchestra, WEAF-NBC, 10:30-11 a.m.

Major Bowes' Capitol Family from Capitol Theatre, N. Y., 12:15-12:30 p.m. WEAF-NBC, variety show, with Maria Silveira, Hannah Klein, Nicholas Concentino, Tom Telephus, Four Minute Men, Waldo Mayo, Yasha Bunchuk, conducting.

Jimmy Durante, Ruth Etting, Rubinoff's orchestra, WEAF-NBC, 9-9:30 p.m. (Chase & Sanborn Coffee) (J. Walter Thompson).

Jack Benny, Mary Livingstone, Frank Warner, Frank Black conducting, NBC-WEAF, 10-10:30 p.m. (Chevrolet).

Col. Louis McHenry Howe, President Roosevelt's secretary, 10-10:15 p.m. NBC-WF-NBC, Walter Trumbull interviewing him on national affairs (RCA Victor).

Helen Morgan, Albert Bartlett's orch., 2-3:30 p.m. CBS-WABC. (Blackett-Sample-Hummert).

Radio City Music Hall Concert, Roxy (S. L. Rothafel) as m.c., with

Erno Rape's orchestra, choir and soloists, 12:15-1:15 p.m. WJZ-NBC. Frank Crumit and Julia Sanderson, 5:30-6 p.m. WABC-CBS. (Bond Bread) (Batten, Barton, Durstine & Osborne).

Vincent Lopez, Alice Joy, 7-7:30 p.m. NBC-WJZ. (Real Silk) (Erwin-Wasey).

Manhattan Merry-Go-Round, Tamara David Percy, Men About Town, Gene Rodemich orchestra, 9-9:30 p.m. NBC-WEAF. (Lyon's Tooth Powder) (Blackett-Sample-Hummert).

American Album of Familiar Music, Frank Munn, Elizabeth Lennox, Ohman and Arden, Bertrand Hirsch, Gus Haugenbach orchestra, 9:30-10 p.m. NBC-WEAF. (Bayer's Aspirin) (Blackett-Sample-Hummert).

American Revue, Ethel Waters, George Beatty, Dorsey Bros., Joe Venuti, 7-7:30 p.m. CBS-WABC (American Oil).

Egon Petri, concert pianist, symphony orchestra, Frank Black, directing, 8-8:30 p.m. NBC-WJZ.

Willard Robison's Deep River symphony, 5-5:15 p.m. CBS-WABC. Also Thurs. and Sat. 10-10:30 p.m. Symphony Hour Howard Barlow, directing, 4-5 p.m. CBS-WABC.

MONDAY (OCT. 30)

AAP Cypselos, Harry Horlick directing, Frank Parker, WEAF-NBC, 9-9:30 p.m. (Atlantic & Pacific) (Sinclair Minstrels, Gene Arnold, Joe Porcosh, Bill Childs, Mac McClendon).

Older Soubier, Harry Kogen directing, NBC-WJZ out of Chicago, 9-9:30 p.m. (Sinclair Oil) (Erwin-Wasey).

Jack Frost Melodies with Josef Pasternack's orchestra and guest artists, 9:30-10 p.m. (National Sugar Refining) Gotham agency).

Morgan L. Eastman orchestra, Gene Arnold, 10:10-10:30 p.m. NBC-WEAF. (Carnation Milk) (Erwin-Wasey agency).

LOCAL SHOWS

(Embracing same data as National programs, giving time, artists, commercial, agency, etc., of local programs, not on a network hookup, regional or national.)

NEW YORK

(OCT. 24 TO OCT. 30)

(All Time EST)

TUESDAY (OCT. 24)

Eddy Brown, violinist, with miniature symphony maestroed by George Shockey, 8:30-9 p.m. WOR.

Footlight Echoes, directed by Jack Shockey, Lewis Reid announces, 9:30-10 p.m. WOR.

Ferdie Grofe, Jean Sargent, 8-8:30 p.m. WOR. (Orbach's Stores) (Gray Agency).

Sleeping Time Lady, May Spritz, 6:15-6:30 p.m. WINS. Same time every day but Sun.

Golden Easter, news comment, 7:45-8 p.m. WOR. Also every other day but Sun. (Ebling Brewing Co.).

Clem McCarthy, Spotlights of the Day, 7-7:15 p.m. WMCA.

WEDNESDAY (OCT. 25)

Market and Halsey Street Playhouse, Roger Bauer, m.c.; Leo Cronin, conductor, 10:30-11 p.m. WOR.

Charles Hackett, 9-9:30 p.m. WMCA.

THURSDAY (OCT. 26)

"Men of WOR," variety, Sherman Keene directing, Grenadiers Quartet, Walter Ahrens, 10:30-11 p.m. WOR.

Merle Johnson's Saxophone Quartet and Pauline Alpert, pianist, 7:45-8 p.m. WOR.

FRIDAY (OCT. 27)

"The Invisible Microphone," revue, Louis Katzman, conducting, 9-10 p.m. WOR. (Jacob Ruppert Brewery).

Harold Steiner's orchestra, 4:5-9 p.m. WOR. (Crystal Corp.).

Hendrik de Leeuw, Tales of a Gloke Trotter, 8:15-8:30 p.m. WEVD.

Jack LaRue's Gaities, 6:45-7 p.m. WINS.

Bronx Marriage Bureau, Julie Bernstein, Hyman Brown, 9-9:15 p.m. WOR.

Orchestra Gems, Robert Hood Bowers, conducting, 10-10:30 p.m. WMCA.

SATURDAY (OCT. 28)

Reggie Child's Orch., Ray Perkins, Shirley Howard, 8-8:30 p.m. WJZ.

(Rhinecliff Music Giant Motor) (Phil Little Symphony orchestra).

Willard Robison, conducting, 8-9 p.m. WOR.

The Cuban Lady, Cuban songs, 1:45-2 p.m. WMCA.

SUNDAY (OCT. 29)

Silverbell, with Sylvia Miller, William Kennedy, Roderick Graham, conducting, 9:15-9:30, WMCA.

Woodbury revue, with Roxanne and her orchestra, Al and Lee Reiser, Jack Arthur, 8:30 p.m. WOR.

Red Lander and Jade, George Shockey, directing, Basil Ruysdael, narrator, 6-6:30 p.m. WOR.

Margaret Anglin presents, with Robert Beddell, organist, 6:30-7 p.m. WOR.

Henrik De Leeuw, 'Oriental', 4:30-4:45 p.m. WOR.

Radiant Revue, Al and Lee Reiser, Jack Arthur, Roxanne, conducting, 7:30-8 p.m. WOR (Woodbury comedies) (J. Walter Thompson).

Jewish Little Symphony, with Jewish Serenaders, 6-6:30 p.m. WINS.

Choir Invisible, Vera Osborne, Annelle East, vocalists, vocalists, John Ohne, David Orswell, George O'Brien, Jack Keating, George Mackley, directing, 8:30-9 p.m. WOR.

Viola Philo, 8:15-8:30, WMCA.

MONDAY (OCT. 30)

Back Stage with Boris Morros from Paramount theatre, N. Y., with orchestra, soloists, 8:30-9 p.m. WOR.

Veronica Wagnstein's Sinfonietta, Veronica Wagnstein, soloist, 10:30-11 p.m. WOR.

"Enchanting Hour," Audrey Marsh, Jack Arthur, Al and Lee Reiser, Jean Gibber, Basil Ruysdael, narrator, Roxanne, conducting, 9-9:30 p.m. WOR. (Ibby, Inc.).

CHICAGO

(OCT. 25 TO OCT. 31)

(All Time CST)

WEDNESDAY (OCT. 25)

Educational Forum, Mrs. Roy Roadley, "Building a Better World," 4-4:15 p.m. WBBM. Sustaining.

"Open Sesame," children's show for Toddy Co. (new commercial series). WBBM, 5:15-5:30 p.m. daily except Saturday and Sunday.

"Just Plain Bill," local script show, 1-1:15 p.m., five times weekly. WGN. (Kolyons).

THURSDAY (OCT. 26)

"Happy Go Lucky Time," with Art Link, 8-8:10 a.m. daily except Sunday, when show goes on 12-3 p.m. WJJD. (Participation commercials).

Tony O'Connell, dialect comedian, 9:30-9:45 a.m. WMAQ.

Barrett O'Hara, speaker, 10:15-10:30 p.m. daily. WCFL.

FRIDAY (OCT. 27)

Dan Russo and Orioles orchestra, 12:45-1 p.m. daily. KYW.

Educational Forum, D. A. R. Representative Lt. C. G. Olsen, "Strong Navy, Strong Nation," 4:45 p.m. WBBM.

Palmer House ensemble, 7:30 p.m. daily. WGN.

SATURDAY (OCT. 28)

Pittsburgh-Notre Dame game, 1:45-4:45 p.m. WBBM.

"Headlines of Other Days," with Guy Ryan, 9:35-9:45 p.m. daily. WGN. (Atlas Brewery).

SUNDAY (OCT. 29)

Kentucky Hill Billies, 5:45-6 p.m. on Sunday and 8:15-8:30 p.m. six times weekly. WBBM.

Wayne King orchestra, Bernie Gammie orchestra, 5:30-6 p.m. WNG, weekly.

MONDAY (OCT. 30)

Woman's Page of Air, 10:15-10:30 a.m. daily. WBBM.

College Inn Comedy, 10:30-10:45 a.m. weekly. WGNR.

LOS ANGELES

(OCT. 27 TO NOV. 2)

(All Time PST)

SEVERAL TIMES WEEKLY

Merrymakers, KHJ, 9-10 p.m., variety show, with Gill and Doerning and Ray Pogue's orchestra. (Ford Dealers of Calif.) (McCann-Erickson).

"Hon. Archie and Frank Watsons," KNX, 7-7:15 p.m., comedy serial, every evening except Sunday. (Marion R. Gray Co.).

"In Love," KFAC, comedy domestic serial, 6:45-7 p.m., every night but Sunday.

FRIDAY (OCT. 27)

Romantic History of Our Presidents, KMTR, 8-8:30 p.m. Historical Dramatization.

Tapestry of Life, KHJ, 9-9:30 p.m., classical orchestra music. (Forest Lawn Cemetery) (Dan B. Miner).

Optimistic Donut Hour, KNX, 8-9 p.m. Variety show, with Charlotte Woodford, Billson and Ben Rogers. (Davis, Perfection Brand).

SATURDAY (OCT. 28)

Alvin Allman, songs and comedy, with KNXponents of Rhythm, 7:30-7:45 p.m.

KNX Varieties, with Jack Carter, KNX, 8-9 p.m. Revue.

SUNDAY (OCT. 29)

Hi Jinks, KFWE, 8-9 p.m. Varieties, with Johnny Murray. (Franco American Baking Co.).

Merrymakers, KHJ, 9-10 p.m. Varieties, with Raymond Paige orchestra. (Ford Dealers of Calif.) (McCann-Erickson).

"History," KFI, 7:45-8:15 p.m. Historical dramatization. (Sustaining).

Symphony Concert, KMPC and re-broadcast, KFWE, KFI, Long Beach, KREG, Santa Ana, 10-11 p.m. Chaucer's Haines' orchestra of 35 pieces. (MacMillan Petroleum Co.).

Charles Hamp, KNX, 7:30-8 p.m.; Also Mon. and Fri., 8:15-8:45 p.m. "Araska Toothpaste." (Smith and Drum).

Napoleon and Josephine, KFWE, 9-9:30 p.m. Serial dramatization of French history. (Barker Bros.) (Ray Alden agency).

MONDAY (OCT. 30)

Around the Hearth, KFWE, 8-8:30 p.m. Jack Kipper's orchestra and star soloists. (National Life and Accident Insurance Co.).

"The Millionaire," KFWE, p.m., dramatic serial.

Bing Crosby, KHJ, 5:30-6 p.m. (Woodbury Soap) (Lennan & Mitchell).

Blue Monday Jamboree, KHJ (from KINCB, San Francisco), 5-10 p.m. (Sheff OR Co.).

TUESDAY (OCT. 31)

The Wanderer, KFWE, 8:30-9 p.m., romantic narration, with Jack Joy's orchestra. (Sustaining).

Ingleswood Park Concert, KHJ, 7-7:30 p.m. (Ingleswood Cemetery) (Paul Winans).

Heroes of the Lafayette Escadrille, KFWE, 8-8:15 p.m. air narration by Edwin Parsons.

WEDNESDAY (NOV. 1)

American Parade, KMPC, 10-10:30 p.m. Historical dramatization. (MacMillan Petroleum Corp.).

Opera of the Air, KNX, KFWE, KFAC, 8-9, featuring Lela Turner, 20 singers, Arthur Kay's orchestra. (Adolph Creamery) (Lord & Thomas

New Business

CHICAGO

International On Hearing Company, St. Louis, 15-minute program 7:15 a. m. three times weekly, till forbid. Hank and Hiram, comedy musical team. Lloyd and Hill, Inc., agency. WLS.

M. K. Cold Remedy, Mantho-Kreamo Co., Clinton Inn. Announcements preceding and following Julian Battle's new program, till 11:15 p. m. except Sunday. Until Jan. 31. Wade Adv. Agency, Chicago. WLS.

Jump Seed Co., Randolph Wis, 14 musical programs 12-12:15 p. m. twice weekly, Feb. 13 to March 30, 1934. Also 29 one-minute announcements between 6:45 and 7 a. m. three times weekly on 12-13 p. m. to April 7, 1934. Frizell Agency, Minneapolis. WLS.

Detroit White Lead Works, two-minute announcements between 2:30 and 3 p. m. twice weekly for 13 weeks, April 18 to July 13, 1934. Scott-Howe Bowen, N. Y. agency. WLS.

Trunco Company, 10 programs, twice weekly starting Oct. 30, 15-minute disc with Verne Buck band, Belle Forbes Cutler, Charles Hunter, Stanley Warner, Eliza MacFarland Agency, Chicago, WMND.

Realtor Drug Company, 15-minute disc with Ohman and Arden, Jane Froman, Whelpling Jack Smith, to Nov. 5. WBBM.

Toddy Company, Open Sesame children's programs, 13 weeks, Monday, Wednesday and Friday, 6:15-6:30 p. m. WBBM.

LOS ANGELES

Consumers Credit Co., KMTR, 6:15 to 6:30 p. m. nightly except Sunday, Estella's orchestra. WLS.

Red E. Power Pet. Corp., KMTR, 9:45 to 10 p. m. nightly, "Miracle Music" orchestra and singers.

National News Service, Kline Clothing Co., KMTR, 6 p. m. nightly news broadcast.

Mastercraft Homebuilders, KMTR, 8:30 to 9 p. m. three days a week, orchestra.

Protective Diet League, KMTR, 9 a. m. to 9:15 a. m. health talk (discs) (J. W. Eccleston, Jr.).

Colonial Dances, KHJ, Mon., 10:30-10:45 a. m., beauty program, music and talk. (Adastaf Agency).

Tussy Programs, KHJ, Weds., 4:15-4:30 and Thurs., 11:30-11:45 a. m. Ray Hendricks' quartet. (Glasser Adv. Agency).

Atlantic and Pacific Tea Co., KHJ, Mon., 10:30-11:30 a. m. cooking school, Weds. 9:30-9:45 p. m. Three Old Favorites' vocal trio. (Former Logan & Stebbins; latter, Calkins & Holden).

Richard Budant, KHJ, Sun., 4:30-4:45 p. m., Frank Hazard and orch. discs. (Calkins & Holden).

General Foods, KHJ, Tues. and Thurs., 10:30-11:30 a. m. cooking school. (Young & Rubicam, Inc.).

Sears, Roebuck Co., KMTR, eight programs, 8-8:30 p. m., Wed. nights, Musical Stories, 13 weeks, Kline's orchestra and Glennon Hardy.

Van de Kamp Bakery Co., KNX, 11-11:15 a. m., daily for nine days, discs. (Gal. Adv. Agency).

Old Melodie, KNX, 6:30-6:45 p. m., five nights a week, King Cowboy and His Boys. (Lou Sterling).

Pioneer Maple Products Co., KNX, announcements on the daily two-hour breakfast program, 13 weeks. (McCord Co.).

Adelanto Older, Golden Jewel Co., Crumlyn, KPWB, spot announcements.

DENVER

Mistral, 45 discs, transcriptions health talks by Dr. Wynne, KOA.

Oncida Community Silverware, 50-word announcements, twice daily except Sunday, KOA.

Glycerine Products Ass'n., daily weather forecasts to Dec. 1, KOA.

Eveready Prestons, 50-word announcements, daily to Oct. 28.

Montie Lamp Co., 15-minute transcription to April 12, Ed McConnell, songs and patter.

HARTFORD

H. F. Staples, 26 announcements. Placed by Chambers and Wisell. WDRG.

Health Products, two broadcasts a week for 26 weeks, by Calkins and Holden. WDRG.

Fry's Pancreo Bismuth, two musical broadcasts a week for 26 weeks. Placed by John W. Queen Co., Boston. WDRG.

Maryland Pharmacy, two announcements a night, six days a week for 26 weeks. Joseph Katz Co., WDRG.

Yeast Yite, Inc., 12 announcements a day for a total of 48 announcements. Placed by Atherton Currier Co., WDRG.

Okide Products, three musical programs per week, 13 weeks. Placed by Scott Howe and Bowen. WDRG.

Rumford Baking Company, electrical transcription of musical program, 26 a. m. broadcasts for 26 weeks. WDRG.

Carter Medicine Co., five announcements daily for 13 weeks. Placed by H. H. Good Co., WDRG.

Stanco, Inc., advertising Nujol, daily five minute Dr. Copeland health talks. Placed by McCann-Erickson. WDRG.

Realtor Stores, advertising United

Drug products, five 15-minute programs. Placed by Thompson Koch. WDRG.

Atlantic and Pacific, indefinite contract calling for five minute broadcast, Friday 5 a. m. Placed direct. WDRG.

Six O'Clock Company, 13 three-minute announcements at 6 p. m. Placed by Everett Torrey. WTRC.

Durac, Houser, Inc., advertising Marshmallow Fluff, one broadcast a week for 13 weeks. Placed by Radio Broadcasting Co., WTRC.

Orthopedic Shoe Stores, 13 periods, one a week. Business placed direct. WTRC.

Smart Shop, 13 broadcasts within four weeks advertising styles and new modes. Placed direct. WTRC.

Beechum Packing Company, 13 week contract for three announcements each week on Special Shopping Hour. Placed by McCann-Erickson. WTRC.

Prophylactic Tooth Brush, three announcements a week for 13 weeks. Placed by Lambert, Feasberg, Inc. WTRC.

Minneapolis-Honeywell Heating, three announcements per week for 13 weeks. Placed by Scott, Howe and Bowen. WTRC.

Friend Brothers, Inc., advertising brown bread and beans, 13 announcements. Placed by the Ingalls Co. WTRC.

Fruit Despatch Company, recipes on Mixing Bowl Hour three times a week for 13 weeks. Placed by Barton, Burnside, and Johnson. WTRC.

Silent Glow Oil Burner, 18 broadcasts over a period of six weeks. Renewal. 7:15 to 7:30 p. m. Placed by Charles W. Hoyt Co., WTRC.

SEATTLE

Covey Laundry, two spot announcements daily except Sun. over KOI; started Oct. 16.

General Milk, Blaisdell's disc, five minutes each evening, Oct. 18 to Oct. 27, inclusive. KOI.

Marino & Kleinhaus, daily announcements, started Oct. 15. KOI.

Western Dairy Products, announcements Mon., Wed. and Fri. evenings over KOI; started Oct. 18.

Sunset Electric Co., one hour of movie time signals with record program, daily for one year, starting Oct. 20 over KKA.

Bethel Temple, church contract renewed, one church service daily, two on Sunday over KKA.

Mayfair Grill, three spots daily, starting Oct. 20, to run indefinitely. KKA.

General Insurance Co., series of four or five 15-minute programs, "General Harmonizers", starting Oct. 30 over KJR.

Perrier's Pavilion, series of 26 50-word daily announcements over KJR; started Oct. 18.

Proctor's, two 120-word announcements daily, starting Oct. 19, to run indefinitely.

Crazy Wells, 15 minutes each Sunday eve, "Garden Melodies", starting Oct. 22, to run indefinitely.

General Mills, five-minute daily disc (two daily), Oct. 18 to 28. KOMO.

American Soap & Glycerine Products, series of daily 15-word announcements over KOMO; to start Nov. 6.

NEWARK, N. J.

Isent Chemical Co., renewed for 52 weeks more the "Detectives Black and Blue" series, three times weekly. Recordings from Freeman-Lane and Macon, Inc., the agency. WOR.

Affiliated Products, Inc., 39 weeks for six times weekly, with transcriptions split between Albert Bartlett and Ben Arden and Arden, piano team. Through World Broadcasting System. WOR.

United School of Music, 13 weeks recordings with "Mabel" Runyon, "U. S. School of Music's True Story". Through Rose-Martin, Inc. WOR.

Borden Farm Products, Inc., 13 weeks using "Uncle Don" Fridays. Booked through McCann-Erickson. WOR.

Drake Bakeries, taking the "Uncle Don" Wednesday period. Gotham Agency. Same program's Saturday periods split up among top departments of A. Pinkenberg's Sons, Spear & Co., Sachs Furniture Co., and Richman's. Booked for 13 weeks each, and with Jerome Advertising Co. handling all four placements.

CHARLOTTE, C.

Sears-Roebuck, local retail store, Fridays, 8 to 8:15 p. m., Sears Kings, dance orchestra. WOC.

Southern Public Utilities Company, 10 programs, Friday 10-10:15 a. m., solon ensemble. WSOB.

Glenn-Alton, 13 programs, Tuesdays and Fridays, noon to 12:15, Carolina Clubmen and Dixie Girl. WSOB.

Glenn Bottling Company, 113 programs, five minutes at 6:45 p. m., sports review by John Ward. WSOB.

Flough Chemical Co., Tuesdays, 8 to 8:15 p. m., NBC program, Benjie Maroff and his orchestra, WSOB.

United Drug Co., five 15-minute electrical transcriptions in November. (Continued on page 59)

Agency Humor

Radio department staff at Walter Thompson agency makes use frequently of the plug palaver on its various programs for a bit of inside ribbing. Last Thursday (19) night's Fleischmann position on NBC had the needle pointed to the direction of Stanley Holt, contact man on the Owl Cigar (Lombardo-Burns and Allen) account.

In the dialogue, plug, framed around an office flirtation between an exec and his secretary, the broadcast line had the exec burling. "Don't say Mr. Holt; call me Stanley."

Ether Slants

Wallace Butterworth from Chicago is now retained by Molle, a program that loves the sound of its name so much that it sings it, whistles it, spells it and has the word mentioned unto eternity and nausea. Butterworth makes a nice delivery of the endless reprise. Commercial copy otherwise tells that it's "the narrow-minded and bigoted if just because they found other brushless shaving creams unsatisfactory they refuse to try this one." The general patronage of Molle as intimately connected with civic duty, the N. R. A. and moral righteousness.

Lyman's Wednesday night waltz program at 8:30 p. m. EST on WEAF-NBC on behalf of Phillips Milk of Magnesia toothpaste are surprisingly interesting. The obvious danger is monotony, but the variety of numbers and the general soothing smoothness circumstances becoming too tiresome despite the 30-minute session.

Waltz music has taken on unusual significance commercially, due in no small measure to what Wayne King's Lady Esther cosmetic products have done through King's waltz music on Chicago.

Lyman, who is quite a stockholder in Drug, Inc., controlling Phillips along with other medicinal preparations, was the second week's theme. One is for the Phillips toothpaste, the other for milk of magnesia, which latter is a livelier show.

Ipana's new variety show, WEAF-NBC, 8:30-9:30 p. m., seems to be on the right track for that type of a bill. Doc Rockwell's synthetic television hokum is an elastic pattern for the inclusion of almost any kind of program.

The "background" script is the new evolution among agencies, especially with comic talent. It permits the projection of the talents against most any sort of a locale and, at the same time, possesses the greater advantage of making for nuance and novelty with the same people.

Ipana further insures that by the guest-star route, a la the Fleischmann variety hour. Fritz Scheff with some inside stuff on "Kiss Me Again" was the second week's extra addition to supplement the humorous Doc, Frank Black's orchestra and Fred Hufsmith.

Pete Smith is getting to be as popular with radio listeners on the Coast as he is to film fans through his Metro shorts. Smith's recent program, "The Great Escape", was a program inserted in several of the outstanding coast shows.

His programs, while plugs for current Metro pictures, present the earmarks of the usual studio material. Smith had a particularly good 15-min. insert in the Shell Oil hour on the Blue Monday Jamboree that goes over the Coast CBS from KPRC, San Francisco. The Metro part of the program, an indirect sales plug for "Broadway" Hollywood was wired in from Los Angeles.

It was a snappy program with Nelson Eddy singing two good numbers. George Givot giving a new line of "Greek philosophy" and Alice Brady and Frank Morgan in two scenes from the picture plus a good back and forth.

raft program minus Al Johnson simply threw the full burden back on Paul Whiteman. King of Jazz has been shoulders and talented henchmen. Johnson, of course, was missed, but the Kraft show was good before he joined the program and so it's no reflection on him that he still goes without him. But a different kind of show.

Doems Taylor's music patter didn't get as emotionally extended, despite reports that he was to be projected. While it's gay and agreeable small talk that Taylor indulges in, the imagination and the desire to a small talk condition of oversupply. Perhaps Taylor himself knows this.

Mal Malneck's "Park Avenue" was introduced as the program's novelty. Its virtues are possibly esthetic.

Air Line News

By Nellie Revell

Short Shots

Rumor factories were working overtime reorganizing the personnel of NBC last week.... Al Goodman will be the subject of an interview in this week's New Yorker.... Uncle Don has been selected to broadcast for Borden's Farm Products Company for thirteen weeks.... Paul Whiteman will play another concert at Carnegie Hall this winter.... John Babb is back at his desk at NBC after seven weeks' illness.... Hiram Brown, head man of "Little Italy", was refused admittance to his high school dramatic society because of his lack of dramatic talent.... Elizabeth Murray, that grand old trouper, erstwhile vaudevillean, came over from Philadelphia last week to audition for the Rudy Vallee program, and clicked. Josephine Whittall is also a potential artist for this program.... James Montgomery Flagg, the artist, and Bill Corum, the sport writer, are being considered by the sponsors of "Amos 'n' Andy" for that face cream.

Stand By

Regardless of their political beliefs, WOR crews have a great respect for La Guardia's sense of time. He finishes his broadcasts precisely on the second.... Irene Taylor is Reggie Child's new vocalist.... Nobody at NBC is afraid of being put on the carpet this week. There ain't no carpets.... Johnny Johnstone has moved to his new home in Great Neck.... Dave Grant of the Funnyboners is learning how to play a banjo and Bunny Coughlin of the same trio is taking up the sax for use in their vaudeville act.... velyn Nair is going to accompany her new hubby, Fred Waring, on a visit to his home town, Tyrone, Pa.

Scrambled Notes

Eddy Duchin and his orchestra return to Columbia next Tuesday (Oct. 31).... Lorraine Pankow, a Buffalo gal, has joined the cast of the Bobby Benson-Sunny Jim wild west program.... Ethel Wain, the sassy singer, never says "I suggest that is sent to her dressing room until after the show." Just as it's good news, it can wait; it's bad news, just before going on the stage is no time to read it.... Mary Olds writes, directs and broadcasts the "Bringing Up Children" talks over WOR three times a week.... Ozzie Nelson undergoes a plastic operation to have the contour of his nose changed from streamline to V-8.... Herman Schaad is ill at home.... Just before she leaves for Hollywood to play opposite Bing Crosby in his latest picture, Ethel Merman will be guest star on the Ipana Troubadour program Wednesday nite.... Jack Arthur, staff singer on WOR, has been selected to replace Gordon Graham, baritone, whose contract expired.... Bert Lahr's proudest boast is that he is the lowest comedian on radio.... Mildred Bailey shelved five pounds in five days last week.

Gossip

Georges Metaxa and the Argentine orchestra auditioned at NBC.... Jack Denny and Jeanne Lang broadcast from Boston for six weeks beginning Friday.... Hal K. Dawson, otherwise Plymouth's "Elmer Everet", staff singer on WOR, has been selected to replace Gordon Graham, baritone, whose contract expired.... Bert Lahr's proudest boast is that he is the lowest comedian on radio.... Mildred Bailey shelved five pounds in five days last week.

So's Your Old Man

Paul Whiteman's dad is the superintendent of music in all Denver public schools.... Anthony Frome's sire was and still is a tenor.... Patsy Flick's pappy ran a concession in Atlantic City.... Frank Novak's pop runs a Chicago music store.... Guy Lombardo's father is a retired Canadian business man.... Leo Reisman's father was a violin teacher and young Leo's first instructor.... Reggie Child's dad was one of New York's "finest".... Jean Sargent's pappy was a Philadelphia columnist.... Eddie Lane's pappy was one of Gotham's most skilled violin makers.

Just Peculiar

Ceiling of Harry Richman's town house is completely covered by a mirror.... Burns and Allen insist that their scripts be copied in capital letters.... Roxy has only one superstition. He begins all his ventures on Friday.... Kate Smith collects perfume but never uses it.... Rudy Vallee always pulls the lobe of his right ear while waiting to go on the air.... Morton Downey likes to run an elevator. He jingles coins while speaking and, even while broadcasting, Yachin de Leat does a relay for long earnings.... Guy Lombardo was in musical comedy.... Robert Burns, not the poet, but WHOM's tenor was an insurance salesman.... Cliff Hale was a sailor.... Roxanne, WOR's girl ork pilot, as "Florence" installed organs in movie theatres.... Arranger Will Donaldson was piano accompanist for the late Nora Bayes.... Jack Golden, maestro over NBC and CBS, was accompanist for Marion Harris and Harry Richman in vaudeville.... Clara, Lu and Em were school teachers.... Jack and Loretta Clemens, NBC tenors, were in vaudeville.... Emery Deutsch once sold papers in Cleveland.... E. Thomas Curlin was war correspondent for a London daily.... Tom Everitt was a farm hand.... Robert Simmons was a choir singer.... Jean Norwood, director of WHOM's children's hour, was a Minneapolis settlement worker.... John Van Osch of NBC's Talking Picture Time program was a puppet manipulator.... Marion Sald was a Pavlova ballet dancer.... Howard Clancy was a mailman and a farmer.

Before Radio

Andy Sanelia was in the navy.... Arlene Francis, WOR actress, ran a gift shop on Madison Avenue.... Phil Regan, CBS tenor, was a policeman.... Eddie Paul was musical director of the Brooklyn Paramount.... Joey Nash, NBC tenor, was a saxophone player with Bernie for long earnings.... Guy Lombardo was in musical comedy.... Robert Burns, not the poet, but WHOM's tenor was an insurance salesman.... Cliff Hale was a sailor.... Roxanne, WOR's girl ork pilot, as "Florence" installed organs in movie theatres.... Arranger Will Donaldson was piano accompanist for the late Nora Bayes.... Jack Golden, maestro over NBC and CBS, was accompanist for Marion Harris and Harry Richman in vaudeville.... Clara, Lu and Em were school teachers.... Jack and Loretta Clemens, NBC tenors, were in vaudeville.... Emery Deutsch once sold papers in Cleveland.... E. Thomas Curlin was war correspondent for a London daily.... Tom Everitt was a farm hand.... Robert Simmons was a choir singer.... Jean Norwood, director of WHOM's children's hour, was a Minneapolis settlement worker.... John Van Osch of NBC's Talking Picture Time program was a puppet manipulator.... Marion Sald was a Pavlova ballet dancer.... Howard Clancy was a mailman and a farmer.

Musicians will get more from it than non-technical ears. Which is by way of saying that the melody doesn't linger on. And it could be abandoned avenue just as easily.

Even Gold Medal Film has gone film-star for sales' appeal. Betty Crocker for General Mills now at the breakfast table and other edibles' routine from the pash stance.

Randolph Scott and Cary Grant, labeled Hollywood's eligible bachelors, were the subject of a culinary discourse by the four company's epiele in discusions of how the film juves take care of themselves.

For the housewives it's a canny approach and a clench arrester for interest. It's a grand plug for the screen juveniles and Marie Crocker gives an interesting lowdown on their domestic life, their colored boy, their cook, et al.

Carmel Meyers went on the air last Thursday (19) in the cast for the first time. The Vallee program

got her. An auspicious debut for the screen girl who had special material from Al Siegel as aid.

Given the nod to closing spot, Miss Meyers offered a dramatic interpretation of a pop song written to fit her picture background. It was well rounded and the girl from the Coast had it in a rich and pleasant contralto. That goes both for the singing and reading.

Miss Meyers is no stranger to a stage. She has handled it in a rich and the impression is that she will find a radio niche.

Silk Thread Kid Show

Chicago, Oct. 24.

Belding-Hemlockway company adds a children's show this week, every day except Saturday and Sunday, on the children's hour. Show will be labeled "Eye of Montezuma," with Barbara Fuller and George Gobel as leads.

Through WMAQ, local NBC outlet.

Radio Exploitation

(In this Department 'Variety' will collate each week news items of possible value to Radio Stations, Advertising Agencies and Advertisers on the merchandising end. Special stunts of all kinds will be reported, these items being turned in by 'Variety' staff men and not written by the station.)

Agency Execs Retard Radio Merchandising

Opinion among network p.a.'s is that the champ wet blankets for a good publicity stunt are agency execs. These disburers of the advertiser's coin may, avert web p.a.'s, be adept at phrasing a piece of ad-

copy but when it comes to sizing up an exploitation idea suggested for a radio program there's a marked difference in mental flexibility.

Thing they have to contend with most, say the network publicists, is the attitude of ultra conservatism assumed by the agency men regardless of how innocuous the exploitation angle may be. 'No, no,' is the usual rejoinder, 'we don't

think the client would like that. He'd consider it cheap publicity.' As a rule the network boys refrain from arguing against this viewpoint and drop the idea right there. Who are they to flout the network's policy, the agency is always right?

But soon afterwards the same account may squawk that its program isn't getting enough publicity so the agency hires its own press agent.

As an example of agency ideas with regard to publicity one network p.a. cites a recent episode in which he got a hurry up call to come down to an agency. The account's go-between assured him that he had 'big press story.' What the 'big press story' amounted to, the p.a. learned on his arrival at the agency, was the fact that the male quartet which was a regular

part of the commercial's program but otherwise unknown had been booked for a benefit at some country club in upper New York State.

Superstitious

Charlotte, N. C. Grady Cole, WBT newscaster, leaned a ladder against a wall for his 'Man on the Street' broadcast on that awful Friday the 13th. In picking up men on the street for interviews through the ladder he invited them to walk under the ladder. They were then questioned as to their superstitions.

If they professed to have no superstitions they were offered one of a supply of mirrors that Grady had on hand for the occasion. Most of them, superstitious or not, refused to smash the mirror.

NRA Street Quiz

Elmira, N. Y. Station WESG used a clever stunt on a recent Saturday afternoon by setting up a mike in the heart of Elmira's business section. Inviting pedestrians to voice their views on the NRA plan brought forth stuff of universal listener appeal. Dozens of citizens spoke and all of course were converted into WESG fans.

Use Local Police Archives

Portland, Ore. Station GKW found the local police department a fertile source of story material for a serial called 'Homicide Squad.' This had the double virtue of being true story material plus a local interest in reviving memories of the town's police history.

Jennings Furniture Co. sponsored the series which obtained a wide audience.

Breaking Eggs on Mike

Omaha. Enlistment of radio to boost advertising stunt was made here by General Electric Co. and Brandeis department store. Stunt was constructing of a model electric kitchen in the department store, and either hook-up came in when station KOIL ran in a mike to broadcast directly from kitchen.

Mrs. Pauline Rohrs, experienced in radio work, took over task of housekeeper-announcer, and talked while she worked. In telling every step she makes announcers not only gives out recipes but also explains workings and advantages of electric kitchen. This was the angle backers wished to have stressed, and figured radio best medium for this as store could accommodate only small audiences in kitchen. Radio station when making switch to recipe center announces it will broadcast from its kitchen studio.

S. R. O.

(Continued from page 39)

Swedish makes him one of the clichs of the show. Olaf takes the place of Lum and Abner, the old farmer team who have graduated to NBC big time, as the special comedy pet of the Barn Dance.

Tom and Don are the beau brumme of WLS. Blue shirts and blue corduroy pants and plenty of lard on their hair. Little Itsy, bittsy Dixie Mason is awfully cute in bright red blouse, puff sleeves and long skirt. She sings 'Annie Laurie' with a little Itsy, bittsy voice.

It is now 8. WLS Barn Dance is off the air; the pickup is switched to the Fair. But the show for the audience continues with a studio orchestra and many of the same performers appearing to double in front of the band. Orchestra takes in 11 people. At all times loud and sure to be heard.

Back on the air at 8.30 with a commercial for Keystone. Some of the previous acts again used. Spare Ribs and Mass' Joe with a telephone bit of finding Massa Joe's friend in heaven or hell.

And still another new act, the Maple City Four. The village kid, the city rickler, the freckle-faced kid and the music master. They use a washboard and wash tub; they use sweet potatoes, a long tin whistle that slides in and out, a clarinet and a guitar. Their climax is the musical bottles with the four of them blowing the audience out of their seats.

Is this or isn't it show business?

ETTING'S NEW AGENT

Ruth Etting has gone under the management of Thomas G. Rockwell with the arrangement applying to radio, picture and stage bookings.

During his stay on the coast Rockwell also tied up Bing Crosby's management for another three years. Another attraction added the past week to the Rockwell-O'Keefe, Inc., list is the Dorsey Bros. band.

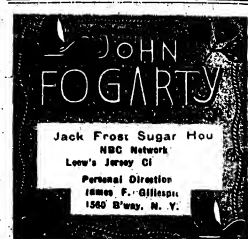
Discs Use 'Grand Hotel' Style for Coast Serial

Los Angeles, Oct. 23.

'Grand Hotel' type of treatment that was borrowed by films from the stage now hits the air.

Radioart Guild is making discs of 'Floor Thirteen' serial and using the jump-scene system.

Martin Freed, musical director for Al Jolson on the Kraft-Phenix air program, will join the singer in Hollywood for the filming of 'Wonder Bar.'



ABE LYMAN

AND HIS CALIFORNIA ORCHESTRA
Columbia Broadcasting System
PHILLIPS DENTAL MAGNESA
Tues., Wed., Thurs., 8:45 to 9 P.M. E.S.T.

COAST-TO-COAST
WABC

LEON BELASCO

WABC
Sat., 11:30 P.M.—Mon., 12 P.M.
Fri., 12:30 P.M.
NIGHTLY
ST. MORITZ HOTEL, NEW YORK
Sole Direction HERMAN BERNIE
1619 Broadway, New York

Isham Jones Orchestra

COMMODORE HOTEL, N. Y.
The big show sponsored by
EX LAX every Monday, 9:30-10 P.M. Sustaining—Tuesdays, Thursdays and Fridays, 11:30-12 P.M.; Saturdays, 11:15-12 P.M. coast to coast, WABC
Direction
Columbia Broadcasting System

RUBY NORTON

JACK CURTIS
CURTIS and ALLEN
Palace Theatre Bldg. New York

TIM and IRENE
RYAN and NOBLETTE
Brown Derby and Humboldt Beer
Mon. and Fri., 9:45 P.M., EST.
KGO Network
Carefree Carnival, Tues., 9 P.M., KFO Network
NBC SAN FRANCISCO

Joe Parsons
Radio's Low Voice
AS 'EDELWEISS JOE'
Mon.-Wed.-Fri., 10:15 P.M., WMAQ
SINCLAIR MINSTREL
Every Mon., 8 P.M., N.B.C.
CHICAGO

Would You Like To See Your Name On the Largest Selling Records In America?

The Brunswick and American Record Corporation is seeking anything or anyone original and different, to record on Brunswick, Vocalion, Melotone and Perfect records.

It must be someone or something which has never been recorded before, whether it's a singer... an arrangement... a monolog... song... novelty... or dialog.

Bing Crosby, Ruth Etting, Guy Lombardo, Mae West, Abe Lyman, Wayne King, The Casa Loma Orchestra, the Mills Brothers and the Boswell Sisters are a few of the famous artists who record exclusively for Brunswick at the present time. Brunswick was the first to recognize the possibilities of Bing Crosby, Mills Brothers, Boswell Sisters, Hal Kemp, Duke Ellington, Cab Calloway, Don Redman, Ted Fio Rito, Casa Loma, and others.

If what YOU have to offer is unique Brunswick will give YOU consideration.

Apply by letter only, not in person, to

JACK KAPP

BRUNSWICK RECORD CORP.

AMERICAN RECORD CORPORATION

1776 BROADWAY

NEW YORK

RADIO CHATTER

New York

Harriett Lee told Brooklyn housewives "What a Radio Star Eats." Nothing but meat, fish, poultry, vegetables, fruit, pastry, tea, coffee, and candy. What, no patti de fo gras?

Conrad Thibault got a stipend for singing in society.

Paul Sablin's domicile overlooks the Battery.

Earl Gammons, WCCO, Minneapolis, came up from the NAB convention and gave the CBS home-office setup the once over before heading it back home.

Desk filled by E. P. H. James in NBC promotion is the same slab of mahogany that W. E. Harkness, considered the father of commercial

broadcasting, used in the American T. & T. WPAF days.

Rod Arkell is authoring the "History of Prohibition" drama that CBS figured putting on Nov. 7.

Austin C. Ring has the New York management of Barnshaw-Young, Inc., west coast program producers.

Booth Tarkington's "Julie's Mr. Allen Kent" now being auditioned to prospective organist at Radio City. It was last being peddled around by Bob White in Chicago. NBC's sample is on wax.

East

Doc Peyton, leading an orchestra over WGY, is an authority on diamonds and other precious stones. In the pawnbroking business at one time.

Miracle Demond, soprano, and Robert Rissling, baritone, among new acts booked for theatre dates by WGY Artists.

Dale Carnegie, the "Human Interest Detective" on a commercial program over WPAF-NBC, comes, fittingly enough from Missouri.

Alan Kent, NBC announcer, and Dick Leiber, organist at Radio City Music Hall, kidding one another on Leiber's daily morning organ.

At Sign, Times-Union (Rochester, N. Y.) broadcaster, is made a minor chief of the Cayuga Indians with the title Chief Two Moons.

Ben Allen, erstwhile Columbia tenor, signs visitors' book at WTIC, Hartford.

New WTIC program offers Robert Baldwin and a male octet in conjunction with Norm Cloutier's orchestra of 40 players.

WTIC now feeds three hours of entertainment a week to the NBC hookup.

Leo Cummings and Granada orchestra, WTIC, Hartford, playing at the Paradise night club.

Louis Berman, WTIC saxophonist, recovering after long illness.

Theatre managers heard unique audition last Thursday radio broadcast over WDR, Hartford.

Louis Verillo, WTIC, Hartford, banjoist, is the father of son.

Eilly Coyle, WTIC announcer, goes to WRC, Washington, and joins Edwin Rogers, another former Hartford announcer.

Fred Wade has been appointed chief WTIC, Hartford, announcer.

Paul Lucas, WTIC announcer, will hereafter devote his entire time to production work.

Curly Symphony, under Fritz Reiner, returns to WCAU on Thursday at 3:45 p.m. for the fifth consecutive season.

Afternoon broadcasts over WCAU by Powers Courtenay with band and "Theatre" have built steadily, William Harrigan, Ernest Truex and Donald Brian were interviewed.

Harold Stern and Jack Denay bands broadcasting to networks out of Boston. Stern at Touraine hotel and Denay at Statler.

Renny-Weeks opens at Concord Grove next Thursday with band and will be heard on the Yankee Network.

WBZ slashes commercial rates.

NBC will broadcast the Ziegfeld "Follies" in part, opening here at Shubert theatre, Nov. 4.

John Herrick, baritone, and the De Marco Girls, comedy trio, Boston's latest contribution to radio, have just landed a network program (NBC).

Lew Conrad, having completed engagement with Meyer Davis at St. Regis roof, opens at Hotel Bradford, Boston, with his own band.

Temple Israel buys WNAC time on contract for winter broadcasting. Sundays only.

Nick Parkyakakis, Greek dialectician, is a leading Hub radio artist at the moment.

Jack Little's band set for Metropolitan theatre.

John Shepard 3d may publish a radio magazine.

Boston Symphony orchestra to adorn NBC network soon.

Fabrizio Sevytsky is nephew of Sergei Koussevitzky, conductor of Boston Symphony.

John McNamara, WBZ announcer, gets latest on the As of Ford beer program because the sponsors pass out free beer to all nearby while

MacK sticks dryly by the mike.

Gene and Glenn, from WTAM, Cleveland, sustainers for WBZ.

Pauline Lord and her husband night radio revue, with Linus Travers, WNAC, as master of ceremonies.

Chicago

Due to the increase of Columbia programs on WBBM the station can local sportscasts for Hamilton's Wizard Oil will switch from 7:15 to 8 p. m.

Howard Neumiller is the ace pipe collector of radio row.

Leslie Atlase first to make an announcement on liquor ads and extends a welcome while Quin Ryan speaks for the Chicago Tribune station, WGN, in declining repeal copy.

Erwin-Wasey office getting a new paint make-up.

Kolor-back adds Phil Harris radio discs for a daytime ride on WBBM in addition to the evening schedule.

Bernie adds daytime program on WBBM six times weekly at 3:45 for 15 minutes. Talent same as evening, the Kentucky Wildcats, hill-billy yodelers.

WGN has no radio disc program on its schedule after 10 a. m. Station's strict supervision of accounts brings this about despite the transmitter's acceptance of platters.

Mid-West

Isle Wyland, hostess at WWSW, Pittsburgh, down with a broken collar bone suffered when she fell from a horse at the Art Exhibit at Carnegie Institute.

Harvey Gaul, "Post-Gazette" and drama critic, on chain from KDKA, Pittsburgh, in connection with International Art Exhibit at Carnegie Institute.

Brian McDonald, one of first announcers at WJAB, Pittsburgh, now a night club operator.

Various little theatre organizations in Pittsburgh getting a break from WWSW, station, putting groups on with a condensed playlet once weekly for half-hour period.

Walter Sickles, announcer at WWSW, Pittsburgh, and Alice McCorkie, singer at WCAE, told to a preacher Saturday afternoon.

Mary Small in Pittsburgh over weekend for Variety Club's "Big Top" banquet.

Various little theatre organizations in Pittsburgh getting a break from WWSW, station, putting groups on with a condensed playlet once weekly for half-hour period.

Cyril Guthrie, former Pittsburgh theatre organist, now playing on Father Coughlin's programs from Shrine of Little Flower in Detroit.

WWSW, Pittsburgh, dramatizing new "Post-Gazette" serial, Dick Tracy, daily, with Walt Frazer, Walt Sickles, Allan Haid, Joe Sartory and Laura Walters in the cast.

Everett Marshall guests on Japa. Nov. 1.

Lincoln Alliance Bank program over WLSR, Rochester, goes popular this year for the first time. Instrumental ensemble directed by Charles Siverson and double male quartet led by Ben Weaver will use pop. Started four years ago.

Dave D. Palmer, vice-president WOC-WHO, Des. Moines, named member publicity committee to raise \$25,000 to needy during winter.

Red Ellis and Ernie Sartory, WHO-WOC, touring Iowa. Red Ellis remembered as Merle Housch, one time team member Herman and Henry on the WLSR radio program.

Ed Gloss, Akron "Beacon Journal" theatre commentator, taking his turn with other scribes on "Beacon Journal" weekly radio broadcasts, titled "Voice Behind the News."

Bob Dickerson, formerly WOWO, Fort Wayne, recently joined Rudy Vallee as piano player.

C. R. Durbin, WOWO, Fort Wayne, returned from Chicago where he spent several days on business.

Al Foska now in charge of KFAB's Lincoln studios paid a visit to the Omaha studios.

Engagement of Isabel Dickason, secretary to John Henry of KOIL, to Ernest E. Stowe announced Sunday (22). Both natives of Council Bluffs.

Ed Baker has left staff of WAAW.

Fall epidemic of colds permanently settled at WOW. Latest victim is Lois Green, hello girl, while Harry Burke is under for second time.

Melodimen, WOW's new quartet, includes Jack Wright, tenor; Russ Suhr, baritone; LeRoy McGuire, bass; Kennedy, tenor; John Frazer, arranger.

D. Dirks, KFAB; John Gillin, WOW, back from NAB convention. Gillin headed committee on credentials and elections first time the committee has been used in convention.

KFAB members of Omaha studio put on a staff party at Peony Park and the home of Walter C. Thompson, of the staff, Saturday (14). Not to be outdone, KOIL staff went on a treasure hunt Monday night only to find treasure had been stolen.

West

Federal radio commission will hear G. M. Duntley's application for

a 600-watt station in San Francisco. Duntley wants to share time of KROW and is asking for KFWB's facilities.

KOL, Seattle, seeking permission to increase daytime power from 1,000 to 2,500 watts.

Thomas R. McTammany and William H. Bates, Jr., of Modesto, Cal., request a 250-watt license.

Carey Jennings of KGW, Portland, has been visiting his father, who is ill in Tacoma.

Winton Humphrey is now continuing writer with KGW-KEX combo.

Circus Court of the Air, KEX weekly feature established by Larry Allen, is back on the ether. Program is a kangaroo court of outstanding local citizens, with the burg's judges and legal lights taking part.

Mason Moltzen, former legit pro, heads cast of "Posie Playlets," signed up by KGW, Portland, for Nick's Flower Gardens.

Joe Hallock, new member of KGW, Portland, announcing staff.

T. B. Slattery, v.p. of the London Scottish and Midland railway, who brought the Flying Scot train here, spilled over KNX.

Leo Tyson, former generalissimo at KHJ, Los Angeles, now managing the Hal Pearce gang.

Ford dealers who use "Merry-makers" over coast, CBS trying to interest silver dealers in other parts of the country in the program to spread the KFI wave-program over the complete chain.

Jimmy Gawler's, "Old Times" opened 26-week contract over six western Canada stations originating in CFCX studios. Jack Thompson, studio manager, and Harry Harrod write the gags and do the comedy. Sponsored by Eclipse Broadcasting.

Forbes, otherwise Luigi Ciconella, of CJGX, Winnipeg, has chosen a new radio and stage name for himself. Now he's Noe Noel.

Walter N. Campbell, announcer over KOA, Denver, is reporter on the Gano-Downs football, forecast each week.

Berkeley, San Bernardino and Santa Cruz, Calif., granted police transmitter licenses, and State of Washington given permits for five stations.

KOL, Seattle, seeking to increase daytime power from 1,000 watts to 2,500.

Jackie Cooper and Lee Tracy being approached by CBS for programs from Los Angeles.

Irving Kennedy, tenor, has been granted a leave of absence by San Francisco NBC to visit his mother, who is ill in New York.

Hard Horton, formerly of KMTR, Hollywood, new production manager at KIEV, Glendale, Cal.

Dean Metcalf, chief announcer at KIEV, Glendale, Cal., goes to an announcing spot for NBC at KGW, Portland, Ore.

Paul Kain's orchestra at the Casino Gardens dropped as a KFWB, Hollywood, remote.

Robert A. Bartholomew, formerly singing director at KHJ, has Robert Bartholomew and his Gambollers, chorus of 20, as a Sat. eve. feature at KMTR, Hollywood.

FRC grants permission to KMTR, Hollywood, for permission to use a short wave transmitter, to be installed in the building.

KMTR has engaged Richard Garrick for a once-weekly music and poetry feature, dubbed "The Voice of Verse." He'll be backed up by Salvatore Santella's orchestra.

Bernard McConville is scripting "Song of Araby," disc serial for Radiost Guild.

Frank O'Connor, former film di-

rector, is writing "Newspaper Adventures," to be disc by Freeman Lang at Hollywood. He will also play in the series. Phil Teed, legit and film player, has the lead.

KGW, Trinidad, Colo., seeking to move to Alamosa, Colo.

Nov. 22 set as date of FRC hearing on application of KNX, Hollywood, to increase power from 25 to 50 kw.

Albuquerque, N. M., has a police transmitter, KGZX, 50-watt power.

South

WNRA, a new station at Muscle Shoals, is scheduled to hold formal opening in or about Nov. 2 with 32-hour broadcast with ceremonies. A number of radio station officials and entertainers from southern stations will attend the opening. Station is being managed by J. E.

(Continued on page 44)

JACK BENNY

WEAF
10:10:30 P. M.
EVERY SUNDAY
CHEVROLET
PROGRAM

THE SIZZLERS

A poll taken by the Cleveland Press proved the Sizzlers the most popular program originating in Cleveland with more than three times as many votes as their nearest competitor.

Personal Director CHARLES A. BAYNA

THE GREEK AMBASSADOR OF GOOD WILL GEORGE GIVOT

Orpheum-Frisco, week Oct. 20
Pantages-Portland, week Oct. 27

Sole Direction
HERMAN BERNIE
1619 Broadway, New York

IMPORTANT!

James M. Doane, who has served Morton Downey's personal representative for the past several years, has resigned from the Downey Organization, to enter into business for himself. Hereafter, all Morton Downey activities will be directed solely by

HUGH C. ERNST

Care Morton Downey
501 Madison Ave.
N. Y. C.

Telephones
WJckersham 2-7434, 2-7474

FRED ALLEN'S SALAD BOWL REVUE
with
BOY ATWELL, FORELAND HOFFA JACK SMART, THE SONGSMITHS and FERDIE GROFE'S MUSIC
WEAF, 7:30 P. M., N.Y.
Made possible through the courtesy of
Hellmann's Mayonnaise
Direction of WALTER HATCHELOR

GEORGE BURNS and GRACIE ALLEN
WHITE OWL
Every Wednesday
Evening at 9:30 P. M.
WABC

CONRAD THIBAUT
Wed., 8:30-9 P. M.
WABC
Thurs., 9-10 P. M.
WEAF

WABC-CBS
SAT. 7:30 P. M.
SUN. 10:30 P. M.
THURS. 9:30 P. M.
MILDRED BAILEY
AND HER
"ROCKING CHAIR"

3 MORIN SIS.
On The "SEALED POWER"
SIDE SHOW
Mon. 7:30-7:50 P. M. CST-12:12:30
A. M. FCT. N.B.C., Chicago

NOW TOURING
WLS BARN DANCE and MERRY-GO-ROUND CREW
Making the Money for the Theatres and Entertaining the Public
RADIO STATION WLS, CHICAGO

CLARENCE WHEELER AND HIS ORCHESTRA
Broadcasting from WBBM-CBS from Wrigley Bldg., Chicago
EDDIE COPELAND, Assistant Director



Inside Stuff—Music

Idea of what a consistent radio hookup can do for a dance band in the way of a quick boxoffice development may be derived from the business done by Casa Loma on a seven-day tour two weeks ago. Combo played three one nighters in New England, two in Pennsylvania and one in New Jersey, netting an average of \$900 on each of the stands.

Just before the unit went into the Glen Island Casino, New Rochelle, N. Y., last spring, and on a thrice weekly CBS link, it covered the same spots and garnered an average of slightly over \$300.

Arrangement that W. Edward Murphy, acting for the Music Publishers Protective Association, effected with the Australian music man on his recent visit to that country now allows the MPPA to include the Anzac rights in the world clearance of a composition used for sync purposes. If the number is used, by an Australian picture producer world clearance may be granted by the Australian music men, with these retaining 8% of the total fee and relaying the balance to the American owners of the copyright.

Due to the investigation by the Australian government into the matter of performing rights the music men of that country haven't collected any coin from that source in over a year. Split up on the Australian Performing Rights Association's intake for the previous year should have come through in April.

APRA for the year before collected about \$30,000 from picture houses, dance halls, etc.

Carlos Molina orchestra operating as three different bands at the Congress hotel, Chicago. Orchestra of 15 people splits into two small units to play both the Pompeian and Hawaiian rooms at the same time. In the evening the entire combo plays the large Urban room. Molina is changing his billing to add the tag, 'Valentino of the Baton,' due to his photographic likeness to the late picture star.

First quarterly splitup of the \$12,500 bonus by American Society of Composers, Authors and Publishers to writers of the top 10 tunes brought in a check for \$500 to Arthur Johnston and Sam Costlow. Two of their numbers from 'College Humor' the list, 'Learn to Croon' and 'Ox Road.'

Though the number has been on a slow buildup, 'Good Night Little Girl of My Dream' (Morris) has in its four weeks of release had turnover of 52,000 copies. Past week saw the tune selling at the rate of 4,000 copies a day.

Vic Irwin and Ernie Watson claim some sort of record for writing a new song every week for the Betty Boop broadcast.

Inside Stuff—Radio

J. Walter Thompson making the first public response contact on the Swift-Olsen & Johnson show this week with the issuing of the 'Comedy News.' Being released through Swift dealers and will run first issue to 1,000,000 copies.

This is within an ace of the circulation top reached by Swift on the tabloid release on the Stebbins Bros. show which is understood to have touched the 1,250,000 mark.

Humorist had to be kidded by the agency which spotted him with a prominent national program to take a figure \$1,250 higher than he had ever received before. Comed had to be coddled into taking the account because he felt his material was too highbrow for the general public, and because there was no stipulation for the sponsor to change his stuff. Humorist wanted the sponsor to have the responsibility over his earnings, but finally agreed to shoulder it himself.

J. L. M. Smith of WBIG, Greensboro, N. C., disavows ownership of stock in 'The Patriot,' a local publication. Story of Smith's quarrel with the two local dailies that demanded national advertising rates to run WBIG program listings mentioned Smith as buying into 'The Patriot' to have an outlet for his publicity. Publication that Smith stepped into is 'Air Features.'

WCAH, Columbus, has asked local firms which buy their office supplies from the Remington Rand Co. to help it get in on the CBS release of the 'March of Time' program. Argument advanced by the station is that the Friday evening event would be to the local betterment. Present hookup confines the show to Columbia's network, Salt Lake City, Denver and the Don Lee (west coast) link. Columbia is listed among CBS supplementary group.

Harold Wheelahan, mgr., of WSMB, declares that this station will continue to carry all NBC releases for New Orleans and not share part of the network service with WWL when the Tulane University outlet steps up to full time. Wheelahan also states that with WSMB authorized now to use the Navy Yard transmitter his station is due to become the most powerful commercial setup in the south except one.

Radio Chatter

(Continued from page 43)

Richard Jones **Katy**

Dr. Luther Little, for years on WBT, Charlotte, N. C., has switched to WSOC with the opening of that station.

'Beau' Norris and 'Mike' Wise and their bands are backbone of orchestral staff of the newly opened WSOC, Charlotte, N. C.

Burton Smith, 'Voice of the Outdoors,' WBT, Charlotte, N. C., had his car stolen. The fact was broad-cast and police, in pursuit, reported that the thieves heard the broadcast over Burton's auto radio and jumped out and ran, leaving the car to the police.

Earl Melby, formerly of Seattle and Houston, has become studio-director of KTAT, Fort Worth. Gordon Eitenmann, former manager of this station, has been transferred to KOMA, Oklahoma City, where he will be program director. Both stations part of Southwestern Broadcasting Chain.

'Barry Mills' string band, the Lightcrust Doughboys, recently went to Chicago, where they made recordings for Brunswick. This band was organized 10 months ago

and gets more fan mail than any other program on WBAF, Ft. Worth.

Ernie Stanton, located in Fort Worth now, has been appearing recently with the Feet of the Ford program originating at Dallas. Expects to take talent from this show for a vaudeville tour of the East Texas oil-field towns.

KTAT, Fort Worth, moving from Trinity Life building into Texas hotel, KFJZ making reverse switch.

WBAP made a commercial tieup to broadcast the Arlington Downs (Texas) race meeting, Oct. 19 through Nov. 11. All football broadcasts of this station are being sponsored by General Mills.

Dixie Ford, composed of John Carter, Elmer Duke, Brantley Boyd and Bolling Boyd, have returned to WSM, Nashville, after a vacation.

Steel Co. Nat'l Account

American Rolling Mills goes NBC Nov. 10 with a half hour musical melange originating from WLW, Cincy.

Friday night affair, plotted for the blue WBZZ basic, will mix a 56-piece combo with a script idea tagged 'The Iron Master.' Bennett Chappell will have the narrator role in the latter phrases.

Ad Agencies'

Radio Execs (Associated With the Show or Performance End of Radio)

N. W. Ayer & Son, Inc.
500 Fifth Ave., N. Y. C.
Douglas Coulter.

Barton, Durstine & Osborne, Inc.
383 Madison Ave., N. Y.
Roy Durstine.
Arthur Pryor, Jr.
Herbert Sanford.

Benton & Bowles, Inc.
444 Madison Ave., N. Y.
M. Ruffner.

Blow Co., Inc.
521 Fifth Ave., N. Y.
Milton Blow.

Blackett-Sample-Hummert, Inc.
130 Park Ave., N. Y. C.
Frank Hummert.
George Torney.

Blackman Co.
492 St. N. Y. C.

Campbell-Ewald Co.
292 Madison Ave., N. Y.
Halstead Cottingham.

Cecil, Warwick & Cecil, Inc.
230 Park Ave., N. Y.
H. McKee.

The Paul Cornell Co.
580 Fifth Avenue, N. Y. C.
L. S. Caskin.

Samuel C. Croot Co.
28 West 44th street, N. Y. C.
Arthur Anderson.

Erwi & Wasey & Co., Inc.
420 Lexington Ave., N. Y. C.
Charles Gannon.

William Esty & Co., Inc.
6 E. 45th St., N. Y. C.
William Esty.

Federal Adv. Agency
444 Madison Ave., N. Y. C.
Mann Hollner.

Albert Frank-Guenther Law, Inc.
70 Pine St. N.

Frank A. Arnold

Gardner Advertising Co.
330 W. 42d St., N. Y. C.
R. Martini.

Gotham Co.
250 Park Ave., N. Y.
A. A. Kron.

Hanff-Metzger, Inc.
175 Fifth Ave.

Louis A. Witten.
Joseph Katz Co.
247 Park Ave., N. Y. C.
Joseph Barnett.

Lambert & Fensley, Inc.
400 Madison Ave., N. Y. C.
Martin Horrell.

Lenner & Mitchell, Inc.
17 E. 45th St., N. Y. C.
Arthur Jergh.

Ray Virden.
Robert W. Orr.
H. E. Lesan Advertising Agency
420 Lexington Ave.

John S. Martin.

Lord & Thomas
247 Park Ave., N. Y. C.
Montague Hackett.

McCann-Erickson, Inc.
285 Madison Ave., N. Y. C.
Dorothy Barstow.

Newell-Emmett, Inc.
40 E. 24th St., N. Y.
Richard Strobbridge.

Pedlar & Ryan, Inc.
250 Park Ave., N. Y. C.
David F. Crozier.

Edward Lontstretch.
Frank Presbrey Co.
247 Park Ave., N. Y. C.
Fulton Dent.

Ruthrauff & Ryan,
Chrysler Bldg., N.
Jack Davidson.

Walter Thompson Co.
420 Lexington Ave., N. Y. C.
John U. Reber.
Robert Colwell.
Gordon Thompson.

Cal Kuhl.

A. K. Spencer.
Herschel Williams.
Nathan Tufts.
Herb Poiesie.

Young & Rubicam
285 Madison Ave., N. Y. C.

Hubbell Robinson.
W. R. Stuhler.
Donald Stauffer.

Radio Reports

(Continued from page 38)

plug makes the sales angle too noticeable, though as a matter of fact relatively little actual time is spent in spelling. In the center of the 15-minute session a short line of 'advice' from the Advertiser's Editor.

Shapes as one of the neater platter shows and due mainly to Luther's 'you've got company' manner and the unaffected fashion in the presentation of the sentimental revivals. Should do a satisfactory job among its potential customers.

'INVISIBLE MICROPHONE'
Louis Katzman, Harriet Lee, Dick Robertson, Arthur Boran
Sung and Drama-
COMMERCIAL
WOR, Newark

In trying to do something novel this Friday evening round of the clock, 'Invisible Microphone' wastes lots of time it could better devote to more entertainment. Attempt at novelty is the 'invisible microphone' mumbo-jumbo. In due time the squawking and squeals that accompany the continuity dovetailing device become annoying enough to invite a quick twist of the dial.

Of equal annoyance is the straining at chumminess that the m. c., described here as the 'ghost announcer,' imposes on those who would like to listen to the rest of the show.

Covered in the brewer's hour is a variety of tastes. Topping the parade of attraction is the Louis Katzman instrumental unit, slick and tuneful, no matter the type of composition it undertakes. From the latest of pop tunes orchestrated in a way that makes it all sound comendably different the Kantzman stint runs the gamut of operetta, symphonic manuscripts and John Philip Sousa. Dick Robertson there to give a Dixie lament a fetching interpretation, while the Friday (13) event had Harriet Lee guesting with her acceptable talents in the field of torch ditties. Musical portion of the show also culls away back in the stage files of the late 30's and the turn of the century century with a prima donna who knows her way around that romantic genre on tap for the vocal interludes. Dramatized excerpts from theatre hits are used in a prelude to these latter numbers are deftly projected. Program itself is chock-full of historic reminiscence with dramatic devices here evolved for the plug. Re-enacted is a touch of color from the Manhattan scene of the early 30's and into the dialog is written a number of a rapper's bits. Conspicuous about these latter bits is frequent use of slang of only recent origin.

Interpolated into the bill are also three-minute dramatic sketches given to the O. Henry mode of surprise anti-climaxes and celeb impersonation bits by Arthur Boran. Like practice on all other beer programs, there's a quartet to regale 'em with 'A Stein on the Table' and other drinking-tunes.

Rugby brew gets itself frequently mentioned during the course of the hour, but the plug insertions are varied and smartly connected. With the 'Invisible Microphone' hoke tossed out and the m. c.'s conception of chumminess brought within control the suds maker shouldn't find any difficulty in establishing this as a Friday night habit. It's the sort of entertainment that builds goodwill.

WIDOW AND ANGEL
With Joan Winters, Harriett Widener
Serial
15 M.
Sustaining
WJZ, New York

Chicago NBC gives this script show to 34 stations which suggests that they value it above some of the other Illinois Joan Winters is socially prominent in Chicago as Mrs. Frank Berling.

Miss Winters is an experienced stock actress and gives a nice radio performance. Story is amusing in a gentle after-noon way. Angel is the Negro servant of an attractive widow who, with a couple of suitors and a mischievous niece who plays hockey from school.

Program has a more adult and intelligent basis than most housewife scripts.

THE VAGABONDS

15 M.
Sustaining
WSM, Nashville.

Another of the old reliables on this station beginning a new season. Act consists of a male trio known as Harold, Dean and Curt. Fact is a lot of southern stations could increase their prestige and advertiser appeal by doing as this station is doing; obtaining worthwhile talent and reimbursing them with something besides thanks.

This trio is a real okay. Selection of numbers on night reviewed was moderate, except for next to closing, 'The Last Round Up.'

'THREE MUSKETEERS'

With John Brewster

Serial

15 M.

COMMERCIAL

WJZ, New York

Jeddo-Highland coal follows other diggers onto the radio. Network is limited to the eastern sector on Thurs-Fri-Sat. at 7:15 p.m. It would appear a reasonable guess that Alexander Dumas' 'Musketeers' was a good choice on the entertainment score.

First installment followed the novel quite closely. Dumas was a verbose spinner, so the story can last as long as Jeddo-Highland's bankroll or policy dictates. Probably the sponsor will confine its message to the mid-winter.

Already the subject of a picture and a sequel by Douglas Fairbanks and a novel that every high school freshman reads on his own steam without compulsion, the narrative is sure to attract a ready-made audience. They have merely to use even a modest measure of skill in transferring the adventurous excitement of the original to the dials. Taking sample number one as typical, it's promising of results. Nice production and acting.

Commercial plug is not too garulous, although no model of brevity either.

ROMANTIC HISTORY OF OUR PRESIDENTS

With True Boardman, Muriel Reynolds, Richard Garriek
Historical Series
Sustaining
KMTR, Hollywood

With Coast currently hot for historical series dramatizations, this stacks up favorably with the others, but because most of them are treating with European history this should have appeal for the listeners-in who want strictly American fare.

Written and rehearsals directed by Edward Lynn, who also wrote the current 'Catherine the Great' on KHI, the yarn spinning and handling is better than the cast work. First phrase of the life of George Washington with plans to carry on through the other Presidents. Early chapters call for a heavy cast with minor parts, rather amateurish in their recital, but there's nothing the matter with the work of True Boardman, Muriel Reynolds and Richard Garriek in principal characterizations.

Spot Program Producers

American Broadcasting System
341 Madison Ave.
New York City.

American Radio Features Syndi
555 S. Flower St.
Los Angeles, Cal.

Scott Howe Bowen
New York City.

Broadcast Advertiser
8 Newbury St.
Boston, Mass.

Brunswick Radio Corp.
666 Lake Shore Drive
Chicago, Ill.

Byers Recording Lab.
1780 Broadway
New York City.

Columbia Phonograph Co.
111 N. Canal St.
Chicago, Ill.

Freeman Lang-C. C. Pyle
210 N. Larchmont Blvd.
Los Angeles, Cal.

MacGregor & Solli
885 Mission St.
San Francisco, Cal.

RCA Victor
Melbourne Mart
Chicago, Ill.

Radioart Guild of America
122 S. Benton Way
Los Angeles, Cal.

Recordings, Ltd.
5955 Melrose Ave.
Hollywood, Cal.

Starr Piano Co.
Richmond, Ind.

Italian Production Co.
1040 Geary St.
San Francisco, Cal.

Betty VanDeventer
1617 Grayden Bldg.
New York City.

Idwest Broadcasti
West Hotel
Minneapolis, Minn.

World Broadcasting Corp.
15 W. 29th St.
New York City.

Brunswick Billies
Chicago, Oct. 23.

Brunswick here will next week turn out 20 sides of hill-billy tunes by Gene Autrey and company.

Goes on the cheap money catalogues of the American Music Company, such as the Perfect releases.

A. T. & T. AS ASCAP AGENT

Most Played on the Air Last Week

To familiarize the rest of the country with the tunes most sung and played on the air around New York, the following is the compilation for last week. This tabulation will continue regularly. In answer to inquiries, these plugs are figured on a Saturday-through-Friday week, regularly. Tabulation in turn is broken down into two divisions: Number of plugs on the major networks (WEAF and WJZ of the NBC chain, and WABC, key station of CBS), along with the total of plugs on New York's two most important independent stations—WOR and WMCA.

Title	WEAF-WJZ WABC	WOR- WMCA	Total
'This Time It's Love'	23	13	41
'And So Goodbye'	27	11	
'Goodnight Little Girl'	23	10	
'Talk of the Town'	20	13	
'Thanks'	20	12	32
'Love Is the Sweetest Thing'	18	14	32
'You've Got Everything'	21	10	31
'This Is Romance'	15	12	27
'Aincha Glad'	15	10	25
'Dinner At Eight'	15	11	26
'East-End Up'	15	10	
'Till Be Faithful'	15	10	
'How Rhythm Was Born'	12	11	23
'Football Hero'	16	6	22
'Bless Your Heart'	10	12	22
'Day You Came Along'	16	6	22
'Honeycomb Hotel'	11	10	21
'By a Waterfall'	12	8	20
'Just a Year Ago Tonight'	15	5	20

MAY COLLECT

FOR 25% FEE

Sentiment on ASCAP Directorate Favors Designating Telephone Company as Tithing-Gatherer—Avoids Endless Wrangling in Small Towns

NOT SET YET

American Telephone and Telegraph may soon add as a sideline to its enterprises the business of collecting music's performance fees. Proposals to turn over its collection affairs to an A. T. & T. bureau is before the board of directors of the American Society of Composers, Authors and Publishers for consideration. Task of gathering the performance fees would be assigned by the A. T. & T. to its subsid, Electrical Research Products, Inc., which until last fall performed this function for music publishers in the matter of film synchronization rights.

Sentiment on the ASCAP directorate holds that the Society through a tieup with the American T. & T. would have everything to gain. Those on the board advocating the new arrangement estimate that with the far flung setup maintained by the A. T. & T. the Society would be sure to collect all that's coming to it. Whereas, they argue, the Society through its present collection system has only managed to gross around \$1,750,000 a year from sources in this country, there is every certainty that an alliance with A. T. & T. would see this figure rise to at least \$5,000,000 annually.

Under the arrangement proposed with the wire coterie the Society would merely concern itself with issuing the licenses and setting the fees. The A. T. & T. would do the rest. With telephone representatives stationed practically in every town in the country the telephone combine is in a perfect position to maintain a check on all performing right users and usages and the Society would be completely relieved of doing its own policing and wrangling over money due from those already licensed or who should have taken out licenses.

Prestige Angle

Another argument advanced in the suggested hookup's favor is that the prestige of the American Telephone and Telegraph name would help overcome some of the licensee opposition the Society has to contend with, the broadcasters being a case in point. Also there's the matter of economy. By working out a contract that would give the A. T. & T. or to the subsid picked for the task a 25% commission ASCAP would cut down its present collections costs. For every dollar taken in under the current system of farming out collections to district reps the Society pays out 35%. Until last fall the expenditure here was 41%.

A. T. & T.'s affiliation with ERPI is through the former's 98% ownership of Western Electric. ERPI is controlled outright by W.E.

Jules Buffano's Cafe

Seattle, Oct. 23. Club Villa will be opened Oct. 28, with Jules Buffano as owner and also leader of the orchestra. Floor show will supplement 13-piece orchestra.

Oakley's Chi Spot

Chicago, Oct. 23. Bob Oakley hopped into the m.c. spot at the Paramount Club on a zero hour booking. Replaced BBB who went in and out within a week at the spot.

Charlie Russell's orchestra, and Marjorie Hines, singer, at Powell Inn, Cologne, N. Y.

'We Stole It, but Not from You'; Prove Claimant Couldn't Be So Old

Best Sellers

Six best sheet sellers for the week ending Oct. 20 as reported by jobbers and syndicate stores in the east were:
'The Last Round Up' (Shapiro)
'Big Bad Wolf' (Berlin)
'Is the Sweetest Thing' (Harms)
'Thanks' (Famous)
'Dinner at Eight' (Robbins)
'Goodnight Little Girl' (Morris)

It happened in a major studio.

Two prominent songwriters were busy trying to dish up something that would put them in a higher. ASCAP. Came a knock on the door and entered Mr. Cuttlesh, the studio attorney. With the law shark were two more legal-looking gents and a woman of 50, who eyed the songwriters with evil glare of animosity.

Cuttlesh cleared his throat. Harrop, Mr. Muckle, Mr. Boomsalter, this is Miss Minnie Grupp, Santa Banana.

The songwriters, Muckle Boomsalter rise and bow. 'Miss Grupp alleges that you stole a song,' she wrote, 'Cuttlesh—says, Muckle and Boomsalter sit down hard.'

'Yes,' says one of the attorneys, handing them his professional card. 'In the interests of our client here we've come from Santa Banana to see what you're going to do about it.'

Muckle whips up nerve enough to ask a question.

'That song of hers does she say we stole to make what song of ours?'

Miss Grupp, who has been glaring at Muckle and Boomsalter all the while, unfurls five sheets of manuscript paper, covered with notes and pasted together. Every alternate sheet notes are fringed with a red pencil.

And How Are You?

'Here is the number,' says the second Santa Banana attorney. 'It's called... er... let me see... oh, yes... 'Teeny, Tiny, Posey,' and our client avers that you committed plagiarism by stealing it and using it as 'Hot Harlem' in that King Bosby picture, 'How've You Been?'

Miss Grupp, without a by-your-leave or an invitation, plants her ample girth on the piano bench, puts her ms. on the stand and starts to play. Her technique is distinctly of the 'Poet and Peasant' 'Rustle of Spring' school. After a 16-bar introduction and a long verse, she speaks the chorus.

Reverberance. Certainly.

After she finishes, the attorneys declare that they certainly can see the resemblance. It looks black for the songwriters.

Then Boomsalter, the lyric writer and a fast thinker, gets an idea.

Okay, lady, there may be a similarity, but we never heard your song before. Looking at the manuscript copy, he asks 'Was your song published?'

Reluctantly, the first attorney admits that it was not.

'Then,' triumphantly asks Boomsalter, 'How could we have heard "Teeny, Tiny, Posey" order that we should take it?'

'That's the opening "Miss Grupp has been awaiting. She speaks.'

'It was played. On the air. You heard it and stole it. It was played by "Walter Koppel, organist of KGBB, Santa Banana, at 1043 a.m., March 2. You must have listened in and taken it.'

Then Muckle decides that he's had enough. 'Madame,' he says, 'You're right. We did steal that number. But not from you. If you'll let me get to that piano I'll show you where we stole it.'

Sitting down to the ivories Muckle begins to play and talk at the same time.

'Spring Song'

'Now listen to this opening stral. Hear it. Well, it's from Mendelssohn's "Spring Song." Now the progression. I got to admit that I got that from "Love Tales." The job in turn was picked up from "Tales of Hoffman." Then this third eight bars, the change. That's a straight lift from the verse to "My Baby's Lips," but I wrote that myself 12 years ago, and who has a better right to steal it. Lady, are you satisfied now?'

The composer rises indignantly. 'No,' she shouts. 'You'll see me in court.'

ASCAP REBELS FORCE NEW BY-LAWS

Constitution and by-laws of the American Society of Composers, Authors and Publishers has been turned over to Nathan Burkan, general counsel for revision. To be incorporated in the revised document are both changes in the conduct of the society's management and the methods of publisher and writer classification. Things as they now stand have been condemned by the majority membership as having long outlived usefulness and almost entirely out of line with current performing-rights conditions.

Decision to put the constitution and by-laws under reframing treatment came after a large portion of the publisher membership had declared that unless the society's business administration was brought up to date it would pull out of the organization when the contracts expired at the end of 1935. With a more acceptable set of by-laws in effect it is hoped that this element will agree to the 10-year extension of memberships that the society set out to get shortly after ASCAP signed its contract with radio in the fall of 1932.

After some 400 writers had okayed such extension contracts last winter Sigmund Romberg, as president of the Songwriters Protective Association, demanded that, since the publishers in the society had failed to act likewise, all author signatures be declared non-binding by the ASCAP board. Society's directorate voted accordingly and ordered the writer signatures returned.

It was Burkan who drafted the original constitution and by-laws for the society.

Lipton Yacht Moves

Hartford, Oct. 23.

Yacht 'Killarney,' formerly one of the late Sir Thomas Lipton's prize possessions and turned into a night club by Hartford promoters, has left town. Moored at the foot of the city on the Connecticut river, the novelty of a show boat at first brought big, but with the advent of beer taverns and with most of the latter having dancing and entertainment for 50c, the boat ceased to draw.

Promoters are trying to new Haven, hoping that Yale students will prove of greater remuneration than the insurance city's clerks and office workers.

Marden Soloes Palais; Salvirt, Anderson, Out

Both Sam Salvirt and John Murray Anderson are out of the proposed revival of Palais Royal, which Paul Salvirt and Jimmy Thompson had as an established Broadway institution in the pre-prohibition days.

Ben Marden continues with the venture, and another floor show stager will be enlisted with Salvirt's leaving the spot. Both had been also associated in the Riviera at Englewood, N. J., this summer.

DIVVY UP 1ST WRITER BONUS

First distribution of the quarterly bonus of \$12,500 set aside by the writer fraction of the American Society of Composers, Authors and Publishers gave \$5,000 of this money to the author combinations responsible for 'Lazy Bones' and 'Stormy Weather.' These numbers were listed in the four star class by themselves with the writers of each of the two songs splitting up five grand among them.

Heading the three star division was 'In 't's Valley of the Moon,' which brought the co-tunesmiths, Joe Burke and Charlie Tobias, \$375 each. Altogether the song rankings was broken up in four classes.

Purpose of the bonus idea is to take care of the writers of current hits, who, for the most part, because of their newcomer standing in the society come in for minor shares in the general quarterly divvy.

Reisman, Victor Ace, Signs As Latest Brunswick Grab

Leo Reisman has been signed by Jack Kapp for two years as an exclusive Brunswick recording artist. Reisman was Victor's ace selling dance maker. He will can 24 sides minimum in the two years on the new label.

Kapp's raid on Victor artists is a reverse on the threat of Victor trying to lure away some of Brunswick's artists.

Reviving Montmartre

Charles Journal planning to reopen the Montmartre, New York. Latterly has been a jitney dance hall.

Charles Reader tango orchestra slated for the spot.

PIX-PUBS DISCUSSING NEW \$150 SYNC FEE

Music publishers and picture producers resume Wednesday (25) negotiations for a standard contract covering synchronization usages. Two points especially to be settled during these discussions have to do with the establishment of a central clearing bureau so that a producer's sync requirements affecting all countries of the world can be cleared quickly and the designation of a uniform scale of synchronization fees.

Since the expiration of the music men's contract with ERPI Sept. 5, 1933, the producers have been dealing through the Music Publishers' Protective Association, with the copyright owners setting whatever fees they elected. These sync rights, however, have been restricted to the United States. Rate that the publishers are trying to have incorporated into the standard contract calls for \$150 on a restricted number, \$100 for unrestricted compositions, and \$50 per usage when the music is confined to background.

3 CHI BANDS DISKING

Chicago, Oct. 23. Three local bands due to recordings next week. Fred Erdman of the New York Victor office is to supervise diskings to Ted Weems and Jan Garber.

Brunswick making four sides of Hal Kemp tunes with Kemp returning this week from his road trip.

Pat Conti's orchestra at Bohemian Tavern, on the Troy-Schenectady Road.

NIGHT CLUB REVIEWS

THE COLONNADES

(Essex House)

New York, Oct.

If this spot-clicks, and there are indications it will, it should make band and nite life history in New York as one of the biggest things in band styles since Whiteman came out of the West. The reason is the Casa Loma orchestra, nominally headed by Glen Gray, although this unique dance combo is further distinguished by being an incorporated co-op organization with their manager, E. C. O'Keefe, in for a 1-14th cut along with the rest of the orchestra.

As a dance band it has been on the map with the younger set of dance fans—nice folks, not the voo-dee-dee dance hall hounds—because of its attuning with the current college vogue of bender-outer and slow-mooch terping.

Casa Lomas turned in the best season yet for the Glen Island Casino, New Rochelle, to the degree that the same Michel Desutter-Edward Doran management wouldn't let go of the combo and took over a room from the Essex House on Central Park South for the winter. It's called The Colonnades, a handsome, large-capacity interior which makes it possible to do plenty of biz at a \$1.75 and \$2.50 minimum check per person scale, depending whether it's weekdays or Saturdays and holiday eves.

Dance band is an extraordinary combo, possessing a style all its own. Thanks to CBS etherization from the roadhouse over the summer, an

economic interpretation may be seen in the \$300 per night compensation which the band was standardized in the past until the radio rep; now their one-nighters are worth \$900 per engagement.

Their style of dancapation went big with the Westchester younger set and has been the talk of the trade through its highly specialized method of dishing out the terp music. They should repeat that rep during the winter season spotted at this advantageously situated hostelry.

Paramount Grill, N.Y.

New York, Oct. 19.

Gertrude Hoffman's line of girls comprise the meat of the Paramount hotel's reopening supper and nite club floor show, along with the Phil Spitalny orchestra. Both are radical departures in nite club entertainment, and through them The West 46th street downstairs room should get some attention. Balance of the show is so-so, but the Hoffman girls and the Spitalny crew raise the entertainment average to a pretty high level.

The Hoffmans' big number, and perhaps the first real novelty to show up in the nite club field in a long while, is their old reliable web routine. They hang, the ropes on the ceiling and go to it right under the ringers' noses. It's a pretty picture, a flashy item and something they've never seen before in a club.

In their two other numbers the Hoffman girls also depart from formal for nite club work. Their first is the fencing dance, in which the flashing and crashing of the blades breed excitement. It's an old favorite of Miss Hoffman's. In the second they go classical for a laying-down routine. A set of mirrors to the rear let those in the back of the house in on what's taking place. Otherwise, with girls prone on the

(Continued on page 59)

JACK MILLS' TRIP

Returns From Europe With British and French Deals

Jack Mills returned from Europe last week with a stack of contracts covering the French and British rights to various parts of his catalog. While on the other side Mills did some catalog and individual song buying on his own. His acquisitions include the Karl Brull, Berlin, catalog, and the American rights to a Lawrence Wright group and another batch from the Francis Salabert list.

Salabert in turn took over from Mills the rights for France and its territories of the Duke Ellington compositions in the Gotham catalog, with these including 'Sophisticated-Lady', 'Mood-Indigo', and 'Black and Tan Fantasy'. Lawrence Wright bought the British publishing rights in 'Swing Like a Thingy', 'Time to Go', 'I Would If I Could', and 'The Rest Is History', all from the Mills Music, Inc., list.

Deal Mills worked out with Francis Day & Hunter gave the latter firm the British rights to 'Turn Back the Clock', 'I Wonder Whose Waltzing With the One I Love', 'Wanna Ring Bells', and 'Got Hot, Foot' and the French rights to the last two numbers.

Coast Musikers

Hollywood, Oct. 23.

Taft Scriber of MCA has bought a home in Westwood.

Songs for Universal's 'Love Life of a Crooner', with June Knight and Russ Columbo, will be written by Walter Donaldson.

Dubin and Warren are skulling for songs to go into Al Jolson's 'Wonder Bar'. Oscar Radin at Metro batoned the musical score for 'Meet the Baron', the Jack Pearl picture.

United Artists the latest to acquire a contract orchestra taking on 12 men. Only studio without a permanent set of musicians is Fox, which is looking for some.

To help his conductor-pianist's debut as a recording bandmaster, Bing Crosby sings the choruses for two numbers Lennie Hayton's band recorded for Brunswick. Crosby also made four sides, warbling numbers from 'Going Hollywood', (Metro) his current production.

Jay Whidden, who goes into the

Biltmore Hotel Oct. 31, also starts as a Brunswick band, making four songs with Loyce Whiteman vocalizing. Jimmy Durante branches out as a record artist with a pair of sides for Brunswick. Using numbers from 'Joe Palooka', written by Ann Ronell.

Lou McDermott's Hi-Ho, eatery in Westwood, goes cab Nov. 7. Adds a 300-seat night club and George Hamilton's band. Latter moves out of Club Airport Gardens and will be replaced by George Redman's orchestra.

Meribelle, vocalist with Gus Arnheim's orchestra, broke a bone in her foot last week and was off for a night. Leaves next week for Chicago. Buddy Gately, baritone, added to the singing staff.

Kahal and Fain have dished up 'When Tomorrow Comes' for 'Mandalays' at Warners.

Warners remade a portion of 'College Coach' to play up 'Lonely Lane', sung by Dick Powell and written by Kahal and Fain.

Jimmy Grier's orchestra pushes off for Club Hollywood, Galveston, this week.

Jimmy Biddick's orchestra replaced Lou Traylor's combo at the Cafe De Paree.

EDUCATING THE TRADE

Chi Ballrooms Giving Hoofing Instruction Over WGN

Chicago, Oct.

Andrew Karzas ballrooms, Trianon and Aragon, are trying a new angle in the selling of the dancehalls over the ether. Instead of leaving it up to the rhythm of the bands the ballrooms are going after brand new trade by educating non-dancers how to hoof in their own homes.

Go on the air once weekly for a session of ballroom dance instruction over WGN. In this way they eliminate the embarrassment angle which has kept many would-be hooters from coming around for public instruction. Figure that after four or five weeks of this loudspeaker instruction the amateur dance should be good enough for simple anking and will then hop around to the dancehall without being afraid of making a dub of himself.

Chandler Peak is handling the ether instruction on the dance with the entire idea set through Lou Cowan, the Andrew Karzas p. a.

ARGUE WHAT TO ARGUE ABOUT

All factions concerned with the framing of the music code now on file go into a huddle Tuesday (today) with Sol Rosenblatt in Washington for the purpose of discussing the procedure to be followed at the general hearing on the document set for Nov. 2. Gathering will determine whether the trade constitution stays intact or whether the pop publishers, the standard men and the retailers will be left to pursue their individual courses under the NRA.

Major question to be settled through the get-together is whether regardless of the split of the document into three divisions, a central authority should be established for the entire industry.

Pop men have declared themselves as favoring a separate code for themselves. Since the retailing division of the NRA questioned the right of the sheet dealers to be included in the general music code, the standard pubs have also declared themselves as preferring to pull out of the affair now on file and to submit a constitution dealing distinctly with their phase of the industry.

NRA's final hearing on the industry is slated to open Nov. 2 at 10:30 a. m. in the U. S. Chamber of Commerce Building, Washington.

He Thrills Chicago

HARRY SOSNICK

and his

EDGEWATER BEACH

HOTEL ORCHESTRA

who are also heard over

the networks on the Swift

program. Naturally, he

features:

"DINNER AT EIGHT"

"I'LL BE FAITHFUL"

"YOU'VE GOT EVERYTHING"

"GOODBYE AGAIN"

"SITTIN' ON A LOG, PETTIN' MY DOG"

ROBBINS
MUSIC CORPORATION
799 SEVENTH AVENUE
NEW YORK

EMERSON GILL
And His Orchestra
NOW PLAYING
DeWITT CLINTON HOTEL
ALBANY
Direction MCA

MEET YOUR FAVORITE STAR OF STAGE AND SCREEN
AT MIKE FRITZEL'S
CHEZ PAREE

America's Smartest Restaurant and Supper Club
611 Fairbanks
CHICAGO. Delaware 1635

REMOVAL NOTICE

After November First, New Address

799 SEVENTH AVE.

NEW YORK

Telephone Circle 7-5501-2-3-4-5-6-7-8-9

IRVING BERLIN, INC.

50% Combined RKO-Loew Time Plays Tabs on P.C. in One Week; Vaude Out

Playing of name units and tabs on the two major circuits will reach its peak week of Nov. 3 when RKO and Loew-play shows between them at big coin. The seven for Loew and five for RKO will displace the regular vaudeville bills in 13 towns, which comprise close to 50% of the two circuits' combined stage playing time.

Loew's unit and tab bookings for the Nov. 3 week are: 'Student Prince', Capitol, New York; Cotton Club Revue, Washington; Ted Lewis, Metropolitan, Brooklyn; Weaver Bros., Boston; 'Crazy Quilt', Akron and Canton, (split); 'Yates', All-Ireland, Newark; 'Scandals', Rochester.

RKO has for that week '50,000,000 Frenchman', Syracuse; Duncan Sisters' 'Topsy and Eva', Cincinnati; 'Strike Me Pink', Des Moines; 'Vanities', Detroit; 'Midway Nights', Minneapolis. Latter is a troupe of acts and attractions from the World's Fair midway.

Most of the bookings are on percentage and all at high guarantee. Latter range from \$5,000 to \$8,500.

\$800 AND 50-50 HIGH FOR TAB OF 40 PEOPLE

Lincoln, Oct. 23. It is reported that unless further bookings come up for Gertrude Avery's Diamond Revue before Oct. 30, it will be warehoused. Show carries about 40 people and is at present playing two to four-day stands in Minnesota.

Show came out about Aug. 1 and was booked by Barnes & Caruthers for fair's up to late Sept. when it went into theatres. Last date on the books now is Sioux Falls, S. D., Oct. 27-28.

George Monroe was negotiating for the following week, here at the Orphe, but the show's figure of \$800 guarantee and 50% of the gross was regarded as a bit steep and nothing happened.

Levey Contacting East; To Reopen Chi Office

Chicago, Oct. 23. John Gallinger, Beck Levey representative in San Francisco, is in town and on his way East to establish contacts for the Levey west-coast time.

Understood that Levey will shortly re-establish a Chicago office.

SPEED PRODUCING

Emergency Turn By Phone—Opens Next Day

As late as Friday night a week ago the RKO booking office was stuck for a flash act for the week-end bill, opening the next day (Saturday), at New Brunswick, N. J. Danny Friedlich, booking the house, finally got in touch with Irving Yates at 7 o'clock last night. Yates called up four different specialties—single—owned some scenery—giving them their orders and laying out the routine. All on the telephone.

Phone-produced act opened the next day at noon without a rehearsal and the manager's report to the booking office stated that it was the best flash act he'd seen in a long while.

TEX IN PUUIT

Tacoma, Oct. 23. Texas Guinan, playing here a week with her revue at Hamrick's Music Box, outclassed Aimee McPherson as a showman Sunday when she mounted the platform of the First Divine Scientist Church to take over the regular minister's pulpit.

No one knew she was to appear. It was said, but since Al Gillis, press agent, is working for Tex it looked suspicious.

MEMPHIS TRY

Memphis, Oct. 16. Another shot at vaudeville in being taken by the Orpheum here. Four acts are being booked for week stands.

New George Spelvin

Radio City Music Hall has an official microphone hider who's spotted in the stage show, where needed, to mask the amplifying device. He's John Nutter and a round gentleman, picked for his build. Nutter is on the payroll as a member of the stage department but now and then does small-character-bits, where fitting.

RADIO NAMES REPEAT FLOP

Flops on repeats by radio names that had drawn good business the first time around, are soaring. Vaudeville bookers away from return engagements. With few exceptions, the other names don't attract on second visits.

Inding it out has been costly to the theatres, since clicks on first engagements usually boost the salaries for return dates.

The situation is a source of worry for the stage bookers. Radio names now-rate as the top draws for their shows when played for the first time, with these acts missing on the repeats the supply of box office material diminishes with each booking.

Girls Felled on Bus Jump; Blame Gas Fumes

Kansas City, Oct. 23.stelle Small, 22, and Mary Laney, 19, both of St. Louis, members of a dancing girl troupe, were overcome by monoxide gas fumes in a bus while enroute to this city, and were taken to a local hospital.

Four other girls of the troupe escaped with severe headaches. The girls were coming to Kansas City to work in the Coconut Grove night club. They were making the trip by bus from St. Louis, and none of them noticed the presence of the deadly gas fumes until they neared the city. When the bus stopped at the station, two of the girls collapsed and were rushed to the hospital.

Stanwyck Back West, Illness Stops Tour

Boston, Oct. 23. Suffering from a spinal injury that threw three vertebrae out of place, Barbara Stanwyck finished her week at Keith's Boston.

Twice she collapsed in her pulpit scene, one time injuring her right hand. Between shows she rested, flat on her back, in her dressing room. Each day, for four days, strappings and adhesives were removed, to permit X-rays, in a search of a sliver of bone, which still evades search.

Saturday there was a consultation and a clinic at a local hospital. Hours of work prepared Miss Stanwyck for the journey to Hollywood, where she plans to continue the treatment. Local hospital sent all X-ray plates to the Coast.

Two weeks' further RKO time was cancelled. Aboard the train here Miss Stanwyck told reporters she expected to be able to make her next picture on schedule time in three weeks.

Baker Coming East?

In order to get in some heavy money stage dates in the east, Phil Baker is trying to arrange a shift of the Armour NBC broadcasts to New York.

Switch, if okayed, will occur around Nov. 15.

Fanner Faith Eyes Pix

Faith Bacon, the fan dancer, figured for a picture spot following Par's acquisition of Sally Rand. Warner Bros. understood to be dickering.

Price asked for the fanner, who is now in Chicago, is \$2,000.

LONEY HASKELL, JEWISH GUILD SEC'Y, IS DEAD

Loney Haskell, secretary of the Jewish Actors' Guild since its inception and in large measure responsible for its growth and strength of that organization, died in the offices of the Guild, 1560 Broadway, Oct. 20. He had just placed his daily provision of crumbs for the pigeons on the window ledge of the office and had risen to get a glass of water when he collapsed.

Dr. Leo L. Michel, one of the official physicians of the Guild was summoned, but his patient was beyond medical aid. With him at the time were his brother, Jack Haskell Levy, and Al Fields, the comedian.

The body was removed to a Jewish Memorial Chapel where services were held on Sunday evening, with religious service Monday morning, followed by interment in Beth El cemetery. The projected open meeting of the Guild at the Morosco theatre Sunday (22) was abandoned.

The dead actor was born in Newark as Lorne Levy, and for a time engaged in business, but the stage attracted him and he joined Hurtig & Seamon's burlesque companies as librettist and player. He soon turned to monolog and became popular, though his progress was retarded by his inability to control his voice.

Like Jean Reszke, he had no middle tones and was either soft spoken or shouted. The late B. F. Keith one afternoon stood at the back of the upper gallery in his Boston theatre. Haskell came on the stage and his voice came booming over the distance. "If that man could keep his voice down," said the magnate, "he would be worth \$100 more a week." Eventually Haskell did learn control and he verified the Keith prediction.

Haskell's fortunes took a new turn when in 1913 he was asked by the late William Hammerstein, who managed the Victoria theatre for his father, Oscar, to go on and put some life into the turn of the "talking dog," Don. This was an English act, engaged strictly because of its novelty, and poorly handled. Haskell acted as introducer and gagged the show until Don was actually a hit. After the dog incident, Haskell stayed on salary at Hammerstein with a nominal position as press agent, but an actual employment as factotum for William Hammerstein. At the latter's death he took over the management, following the Hammerstein policy, and held the house up against the poverty of the two-a-day until the property was purchased by Famous Players and the Rialto was erected on the site.

About this time the Jewish Actors Guild was in process of formation and Haskell went in whole heartedly for its success. He was made its first secretary, a position he still held six years later when death called him. He was tireless in behalf of the membership, but did not limit his activities to the membership alone. He served all in distress regardless of creed or affiliation. It is largely to him that the Guild owes its standing among theatrical organizations.

In his Guild position Haskell was frequently asked to aid in the promotion of charitable performances, and he was ever at the command of deserving organizations. Generally he went along to run off the program and it was thus he became widely known as a master of ceremonies.

His Guild position made even a mediocre array of talent look like a star show through his own efforts to keep the audience in good humor and with a better list of talent he made it shi.

His wife, Tessie Garson Haskell, non-professional, died two weeks ago, Haskell never quite recovered from the shock and this was largely a contributing factor to his own death. He was as active as ever in the performance of his Guild duties, but something essential had gone out of his life.

Town's Grind Goes Vaude, Stage Spot Pix Alone

Easton, Pa., Oct. 23. The Strand, which ever since it was opened more than 20 years ago was a straight picture house, is now showing four acts last three days of week.

The State, Wilmer & Vincent house, which formerly presented vaudeville, is sticking to straight pictures this year.

It Isn't What You Do on Stage Now, But Can You Hack Bill to Stand

Billing Fixed

San Francisco, Oct. 23. rphem had one of its acts billed as Lee, Lee, Lee and Lee, with all publicity and ads out, and lobby made up to that effect.

Knockabout quartet got into town night before opening, piped the billing, hauled out a contract with F&M, ran a thumb under an underlined clause, and got a change to 'Johnnie Lee and the Three Legs.' But their hair stood up like Johnnie's fright wig when they got a load of a mistake in following day's ad. It read: 'Johnnie Lee and the Three Ladies.'

NO TIME LIMIT FOR ACTS IN VAUDE CODE

No maximum working hours limit for principals in the variety theatres is likely to be set by the section of the motion picture code governing stage hours.

The several groups representing the various actor factions were given this understanding by Administrator Rosenblatt. ABA, last group to ask for a maximum hour clause, made its request last week, with no reply as yet forthcoming from Washington.

But the code will definitely contain a maximum time provision for chorus people in the wage and picture houses. The limit for them as set in the third revised code is 40 hours a week, with one day off (with pay) out of seven. In the revised paper the reason for omission of a maximum hour provision for principals is explained by a clause stating: "Owing to the peculiar nature of the stage presentation and vaudeville business and the unique conditions prevailing therein, necessary policy and variations in the operation of such theatres, the changing nature of the entertainment and the fact that such entertainment is of a character requiring the services of artists of unique and distinctive ability who cannot be replaced, it is recognized that it is impossible to fix the maximum hours per week of artists appearing in such theatre."

Fine's Midway Midgets Going Vaude at \$3,000

Oct. 23. Jack Fine's Midway troupe from the World's Fair start their vaude tour in the midwest on Dec. 1, which gives the troupe two weeks to rehearse after closing at the fair. Midgets at \$3,000 per plus a percentage.

Fine is using three press agents on the tour, one man two weeks ahead, one seven days in advance and the final p.a. three days prior to date. Will parade in every town, from Chicago to hold a midget wedding in each burg besides other tie.

Buddy Rogers \$5,500

Chicago, Oct. 23. Buddy Rogers going back to personal appearances, but this time accompanied by the orchestra. Pulls out of the World's Fair next month for eight weeks of vaude starting for RKO—Cincinnati—Nov. 30. Salary reported at \$5,500 net. Seven of the eight weeks for RKO with one stand for Fox in Detroit.

Puppets in Warfield

San Francisco, Oct. 23. Piccoli marionettes are booked into the Warfield for week of Nov. 3, in a deal made in New York by Arch M. Bowen, of Fox-West Coast, while back there.

Indie vaude bookers around New York are booking automobiles instead of acts. Salaries aren't enough to cover train transportation; but the acts must get there somehow. So the new requirements are two cars per four-act bill and three for five acts.

A pool run operating a car goes gets the call over a good act without an auto. Fact that the car-owning act can cart a couple other turns to the out-of-town date is a squarer for everything.

Sharing arrangement on expenses, with the cost to non-motor acts running slightly less than bus fare, permits the car owners to keep up their busses. In many cases if not owning cars they wouldn't be working.

For the bookers who pay off in peanuts that aren't even salted the new auto thing is great for the chisel. It disqualifies the argument from an act that it can't accept at the salary offered because of transportation expenses.

One chiselling bouse, up to the time he lost the bouse recently, had been making himself a few extra bricks a week by collecting the auto expenses from the other acts and deducting commish upon turning it over to the car owners.

A gag on the auto stuff is that before long the bookers will be opening their shows with a Ford, using a Cadillac for next-to-closing, and other suitable makes of cars for the rest of the spots.

B.&K. Mulling 'Trib's' Fanner Ban as Rand Flips Back to Chicago

Chicago, Oct. 23. Sally Rand, the fanner, returns to the home of her conquests to play a week at the Chicago where she now holds the run record of nine weeks. Comes in Oct. 27 at a salary quoted at \$2,000. B. & K. now worrying plenty on the possible Chicago "Tribune" stand on the fan dancer with the "Tribune" having previously banned all news and advertisement mention of Sally Rand or any other fanner. On her final week at the Chicago Sally Rand was billed in the "Tribune" ads as 'also a prize sensation.'

9 LOEW WKS., \$6,500 AND % FOR SMITH

Loew is giving Kate Smith the full nine-week route on its big time book at \$6,500 per and percentage all over commencing Nov. 10 at the Capitol, New York. Bookings are through Ned Dobson.

Miss Smith will provide her own support bill, with the whole troupe traveling intact as a unit. Cookie Bowers and Hudson Wonders, both from radio, will be included.

Helen Denizon Looks Music Hall Fixture

Helen Denizon may become Patricia Bowman's successor as the Radio City Music Hall's permanent premiere danseuse, booked in for one week (current), she holds over next week and will remain if the house picks up its option.

Miss Denizon comes from vaudeville, where she has been heading some George Chooz flash acts. Chooz set her with Roxy.

B.&K. Tonsil Men

Chicago, Oct. 23. Two male warblers slated for week stands at the B. & K., Chicago. James Melton arrives to play the same bill with Sally Rand starting Oct. 27.

Donald Novis comes in Nov. 10.

'PRINCE' TAB SET

Tabbed 'Student Prince' (Shuberts) opens Oct. 27 at the Metropolitan, Brooklyn, with a Loew route following.

William Morris office is handling.

Acts Dress in a Coal Bin, Wash in the Same Bucket in J. C.—And Smile—For Apples

Jersey City, Oct. 20.

In this day and age of \$10,000 headlines, revolving stages and Radio City Music Halls, it's hard to believe that anything like the Transfer theatre in Jersey City can exist. But seen! is still believe!

The Transfer, a neighborhood in die-on-the-boulevard-going-toward-Union City and seating about 600 on its main floor and single shelf, plays stage shows Friday, Saturday and Sunday each week, with a new show coming in on each of the three days.

The real show is not on the stage, but in the cellar, where the actors dress. Two wood sheds and a coal bin have been converted into dressing rooms. No running water, but the management provides a bucketful which rests on a bench between the 'dressing rooms' and the boiler. It's a community bucket for democratic actors, and when a blacked-out act is on, the show it's muddy water.

From the cellar with its wood sheds and the bucket—the acts climb the stairs to the stage. The stair climbers on the show caught Thursday night (19) numbered four and the quartet of turns comprised, in all, seven people.

The acts were introduced variously as Lizzie Doakes, Doakes and Doakes, Doakes and Zilch, and Zilch and Doakes by the m.c., who doubled into one of the bill's three teams and on the whole showed the patience of a saint and quite a sense of humor. The latter was forcefully brought out when a fresh 10-year-old kid in Row One yelled, 'You're rotten!' while the m.c. was talking, and the m.c. replied, 'You're telling me!'

But the angle of angles in this quaint temple of amusement is the 'orchestra'—one piano player. There's a pit, but this boy prefers the stage. He plays off to the right side with his back to the acts and when anybody goes into a dance he's got to stop at every

break and give the pianist the right time with some foot stamping. When the cue is for no music, the pianist turns his head around and watches the actors. If he thinks a joke is funny, he laughs. If he doesn't think it's funny, or maybe doesn't think at all, he gives 'em the combination dead pan and sour puss. Just a big help to struggling comics.

A femme cartoonist with a heavy accent opened Friday night's show, solo, after the Miss Doakes' introduction by the m.c. It's an old-fashioned act of a type that isn't seen around much any more. The lady makes sketches of nobody in particular, and midway in the act coaxes a little girl from the audience, but nothing happens. At the finish she walks off and returns waving two American flags, saying, 'Denk you!'

Doakes and Doakes are a pair of hoofing boys who had it tough enough with the accompaniment dished out by the Jersey City Pad-rerewski, but they didn't do so badly. At least they looked neat, and that was better than anything the audience had to offer. The m.c., who doubles in a two-act with a nice-looking girl partner, was smarter. When he sang, he sang without musical accompaniment.

He had no pianist to throw him off key, nor did his partner. They did a really commendable job under the conditions.

Closer was another mixed team, second in a row; couple of vets with an old-style chatter, singing and dancing turn. They were stoppers, and informed by the m.c. after the fifth bow that they'd surely find an extra two-bits in their pay envelope.

Any act that can come up from that cellar, do a show and smile while doing it deserves a medal. They all smiled Friday night. For peanuts and a bucket of dirty water.

Harry Lorraine, supposed to be a booker, buys the acts for the house. He does the acts a favor by booking them here. As long as there are actors who will stand for it, this Harry Lorraine and the many others will never run out of material.

When information was sought, Lorraine asked that nothing be mentioned; the house is struggling along, he explained, and if the union reads something about it playing vaudeville, it might hurt. If the union can't see the words 'Stage Show' in bright lights on the Transfer's marquee, then it won't see this, either.

Along with its vaudeville on the

Reynard's Come-back

Edward F. Sharpless, professionally known as Great Reynard, and Ed. Reynard, premier ventriloquist of his day (around 1909), is doing a comeback out in Ohio in anticipation of a return of vaudeville. He is now 62.

Following his retirement from the stage, some years ago, he became interested in a motion picture theatre.

Marion, Ind. weekends the Transfer plays a feature picture. Friday night it was an old Tiffany baseball flicker, so old that the women in the cast wear short skirts up to their knees. Admish 25c downstairs, 15c upstairs and 10c for kids anywhere. Business bad, with no good reason shown why it should have been better.

BOOKING STAFF OF RKO STANDS

No changes are anticipated for the RKO-vaudeville-booking office, regardless of the final outcome of the operating department.

Arthur Will and Bill Howard are to remain the joint heads of the booking office, it is understood, as well as booking the shows themselves. Danny Freundlich rounds out the staff.

FOX FRISCO REPLACES BANDS WITH 10 ACTS

San Francisco, Oct. 23. Fox will use 10 acts, beginning Oct. 28, when Joe Leo discontinues the present band policy, but retains prices of 25 and 35 cents.

Bert Levy will book and house band now being used by Ted Fiorito continues with 15 men. Fiorito bows out after four weeks, and Anson Weeks will not succeed him for two weeks as had been originally planned.

Vaude means house will use a stage crew after all, though the past four weeks' shows have been done from the mobile pit.

Benny Unit for Par, In at \$6,500 and %

Jack Benny and a unit show arranged by Lyons & Lyons will draw a \$6,500 guarantee against percentage week of Nov. 10 at the Paramount, New York. Lita Grey, Chaplin and Jans and Whalen on the same show.

Unit plays Earle, Philadelphia, week previous (3) for \$5,000 and percentage; six-day stand.

Radio Dominates Variety Club's Annual Shindig

Pittsburgh, Oct. 23. Entertainment for this year's annual 'Big Top' banquet of Variety club, organization of Pittsburgh showmen, composed almost entirely of radio talent, most of it from the networks.

Heading the line-up were George Jessel, Mary Small, Captain Al Williams, Oliver Wakefield, Johnny Woods, and Landi Trio and White. Efforts were made by several local stations to put the show on the air, but contracts with network accounts put the damper on that plan immediately.

Akron Palace Goes Tab Against Loew's Vaude

Akron, Oct. 23. After several weeks of vaudeville—offered in presentation style—Palace (Chatkin) here has switched its policy to unit shows, first of which is 'Vanities' now current. Connie's 'Hot Chocolates' is booked to follow 'Vanities.' Palace had it all to itself with vaude, until last week when Loew's, after three years without stage shows, inaugurated a vaude-film policy that has been drawing well.

Both houses are maintaining a 40 cents top admission, except for midnight shows. At the Palace, which for 'Vanities' was hiked to 75 cents, including tax.

NEW ACTS

TOMMY MONAHAN ORCH. (14)
Band, Specialties
28 Mins.; Jit (Special)
Academy, N. Y.

Rather long orchestra offering, including too many numbers by the band itself but not so much, for balance, from its members or two others carried in the way of specialties. Fair enough to pass exams of houses of this calibre.

Monahan, personable leader doubling for a couple bits, notably the bag-punching dance routine, has 11 men in his outfit. They are set on a rather bare stage, one handicap, but—otherwise—on appearance, are okay.

Numbers by band include an arrangement of Gershwin's melodies, 'Tiger Rag' and a hit out of the 'Strike Me Pink' show, which gets a vocal topping finish from Paul Hagen, soloist. Hagen appears about middle and is the hit of the act. A good, clear-dictioned voice and personality are his particular assets as a specialty artist.

Other specialty worker, Tess Nowell, offers an acrobatic dance early and screams. She has nothing big time. Monahan was in vaude before with a seven-people revue and has played night clubs. Char.

ANDRE RENAUD

Pl. Novelty

11 ins.; Full

Palace, N. Y.

Looks like an importation. A novelty that should do better than most, and will fit the average bill over here.

Renaud, relies on the novelty of playing two pianos at once for audience interest, but is musician enough to do a Hungarian Rhapsody at one of the grands for the closer, fingering it impressively.

Pianos are set in center stage at right angles, so that with his back to the audience, one of Renaud's hands is at the piano to the left of him, the other to the right.

Personality and accent Parisian but okay. Char.

ALLEN and KENT (4)

Dancing

11 Mins.; Two (Special)

Palace, N. Y.

Mixed act of juveniles working as a brother and sister and carrying an elderly couple as their parents.

Vet duo look like a team that has worked with other young partnerships. Act was with the 'Vanities.'

Using a tapping mat, juve duo opens turn with a tap double, following it up with another dance of the challenge type, then introducing the old folks, whose footology is exceptional for technique and agility in view of the apparent ages.

Found opening spot here no handicap at all. Char.

Tap Dancer Hurt in Fall

Herkimer, N. Y., Oct. 23.

Helen Brant, 19, of Phoenixville, Pa., dancer appearing with 'The Great Lester's' troupe, suffered several broken ribs, internal injuries and cuts when she fell down an outside stairway leading to the basement in the rear of a store adjacent to the local theatre where company was appearing.

Her condition in Herkimer Hospital is reported serious.

SAM ROBBINS ORCH. (17)

Revue

24 Mins.; Full (Special)

State, N. Y.

Orchestra from the Hotel McAlpin is making its maiden theatrical appearance at the State. There are two principal draws. Act is too long and it lacks outstanding sock. There are several specialty people who do well, but whether because of spotting, lack of that needed spark of showmanship, inherent or supplied from without, these turns don't lift the band out of a certain sameness of pace.

Band acts can be revolutionized in quality in a short space of time. A couple of good novelties would change the situation here. Musically, it's a good outfit. Robbins himself sings nicely, announces clearly and sensibly. There's a likely sounding baritone among the musicians, and the specialty talent is by no means mediocre.

Blue-suited lad does a cane routine that would probably be a big applause-winner in a musical comedy, but arrived exactly no place at the State. Land.

JACKIE MAYE (2)

Female Impersonation

12 Mins.; One

Orpheum, N. Y.

Female impersonator who looks the part well enough to fool majority of the customers on the opening number, with voice ranging from lowdown to falsetto but of feminine touch just the same. Good for No. 2 spotting but could be a little shorter in running time.

Jackie Maye, who speaks of having been in night clubs, reveals identity after opener but does not unwind until the finish after doing 'Radio Was a Lady,' which closes strong.

Impersonator carries a pianist who assists vocally on the 'Radio' number but otherwise sticks to the ivories and no solos. Char.

BARRY, GREEN and WILER

Dancing, Comedy

10 Mins.; Presentation

Fox, Brooklyn

Good presentation act but would also fare nicely in vaude. Recollection spots the trio as alumni of the Village Nut Club.

Much of the material used resembles other turns of the same ilk. However, that rocking chair movement by the two boys over the body of the blonde girl, has a good comedy touch. That armlock roll over one another's back also has a kick.

Practically no chatter and all movement and action, which counts. They also funny up some adagio stuff. Shan.

CHARLOTTE JOHNNY

ARREN and BRODERICK

Week Oct. 20

KEITH'S, Dayton, O.

Week Oct. 27

RKO PALACE, Columbus, O.

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Miles Ingalls and Mark Luddy

BETTY KEAN

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Just completed K.O. tour with PAUL WHITEMAN

This Week (Oct. 20)

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Manager

HARRY BESTEY

DOUBLING FROM THE HOTEL McALPIN, New York

Featured This Week (Oct. 20)

at LOEW'S STATE, NEW YORK

SAM ROBBINS

HOTEL McALPIN ORCHESTRA

featuring

CHARLES MYERS and JUNE JOY

Direction

CHARLES YATES

DANNY SMALL

and His AMBASSADOR ORCHESTRA

ACADEMY THEATRE, New York (Oct. 20-24)

cently concluded a successful tour vi

"HOT HARLEM"

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MAX FORKINS

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15 YEARS AGO

(From VARIETY and Clipper)

Influenza wave abating. Some houses reopened. Others were expected. Interstate circuit, in Texas, had been paying layoff acts \$3 a day for subsistence.

Subscriptions to the Met opera season totaled \$300,000, record sum. Recalled that 20 years before the subs had reached only \$50,000, but sufficient then.

Fourth Liberty Loan drive over. In spite of closings on account of the epidemic, theatres disposed of more than \$42,000,000 in bonds.

Daniel Frohman told the Actors Fund meeting more benefits would have to be given to restore the funds, sadly depleted by war and epidemic relief.

Lamb's club upped and voted an entirely new set of officers. R. H. Burnside was the new Shepherd and De Wolf Hopper in the No. 2 spot.

Irth of a Nation' had already grossed \$20,000,000, paying 800% on the investment. It got another whirl after the war and came to life anew with the sound track.

Death of Harold Lockwood had Metro debating to whether it would be proper to continue his latest release. Not regarded as altogether ethical in those days.

Dept. of Labor permitted Universal to advertise the approval of a Govt. film. Committee of Public Information board of it, recalled U's slam against its distribution ideas, and Labor backing withdrawn.

50 YEARS AGO

(From 'Clipper')

Business up again in San Francisco after a terrific slump. But Sherman & Nunnman's permanent circus was closed by attachment. Ran only a few weeks.

Forepaugh show played Johnstown, Pa., on its way in. To save on the license, lot was outside city limits and without police protection. Clem followed the demand for a free concert, and the townsmen got the worst of it. Several were killed. One man broke his leg and another had a fractured skull. Tents were set, wagons were stoned and several were demolished.

G. B. unnell, museum man, notified to cease showing his Baby Venus, well formed child. Shown the next day and the mother into court on a charge of indecently exposing the child.

Harris' museum in Pittsburgh was showing a troupe of five Botoedun Indians. 'Butoedun' was the name of the two women had blocks of wood three inches wide inserted in the lower lip. Beats the spoonbill Ugandas by 47 years.

Ticket speculator offered Henry B. Abbey \$30 a seat and \$100 a box for all seats for the first performance at the Metropolitan. Abbey refused. At auction the first house sold out for \$3,260.

Lyceum, Chicago, destroyed by fire Oct. 13. On the same date there was a fire in the office building section of Harvard. Matinee on at the time, the audience did not know until they came out after the show.

In spite of the decline of panoramas, there was a new one, the Wonderland Diorama, with scenes in Yellowstone park.

Inside Stuff—Pictures

Paramount is ready with its Famous Theatres Corp., subsidiary recently incorporated to take the place of Public of theatre control, but it may be a time before a sale of Public Enterprises, major holding company, in bankruptcy can be made. Par has been hoping for a quick sale and discharge of bankruptcy over PE, but it may be a year or longer before the whole PE situation is cleaned up.

Among other things, considerable delay is anticipated over rent claims which will have to be settled in the courts. Thus far Referee Henry K. Davis has ruled on three rent claims, these in favor of PE, aggregating \$600,000 and covering leases on three theatres in Joplin, Springfield, Mo., and Kansas City. These differ from all others in that PE charged a guarantor violation. Before Public Enterprises can change hands with discharge of the bankruptcy, Irving Trust lawyers have another big task. This is in the contracts and setup of new corporations taking over PE theatres for the Blank, Hobbittelle and Perry partnerships, which also includes houses not in any way tied up in PE.

Surprise occasioned by Jimmy Cagney's expert song-and-dancing in Warner's 'Footlight Parade' was due to the fact that Cagney's vaudeville antecedents are not generally known, and because, up to now, in pictures, he has been playing straight roles. Cagney dubbed around in the two-and-a-half-day for a long while. His last vaude berth was as one-third of the s and d. turn of Parker (Theima), Rand (Billy) and Cagney (James). Title of the act was 'The Try-angle,' and it retailed for \$350, of which Cagney drew \$75. Max Tishman owned the act and when Cagney asked for a raise Tishman fired him and got another boy. From that disappointment Cagney went to legit. His best job therein was in support of Charles Bickford in 'Outside Looking In' at the Provincetown Playhouse in Greenwich Village. After that Hollywood got him. Tishman says Cagney can have that raise now if he wants it.

James C. Adams, Warner's Folly theatre manager in Oklahoma City and Paramount News representative, assigned to cover the Urachel kidnapping case, performed a Houdini to smuggle his camera through the machine-gun guarded courtroom portals and set up within just in time to shoot the trial principals as they fled into their places.

Judge Vaught was surprised to find the lens focused on himself and the cameraman grinding away, was incensed at first at what he considered a breach of courtroom etiquette but then announced that since most of the damage had already been accomplished, the film-grinder might remain.

He brought a titter to the packed courtroom when he complimented Adams on his evasion of the hundred and more guards that made the Federal building a veritable fortress. Thus with permission to shoot, it was a simple matter for representatives of the other companies to gain admission by charging favoritism.

Playing an indie date in Philadelphia a couple of weeks ago, Doyle and Donnelly were assigned by the manager to lead the audience in illustrated songs to start off a show. On the first three performances opening day (Saturday), with the house filled with kids, they did great. But the manager, very pessimistic, didn't think they'd do so well with the adult audience at night, and he backed up his statement with a \$5 bet. The boys accepted.

D. and D. were on the fourth chorus that night, to no response. They had reached the middle of the fifth chorus, with the customers still holding out, when an usher walked down the aisle and handed them a note. It was from the manager, asking the boys to kindly send the \$5 out to the office.

Though impossible to gauge this far in advance, before both Par and Public Enterprises fight out creditor claims in the bankruptcy courts or State courts of appeal, believed on inside that final liquidation will be on a basis not higher than 30c on the dollar. This is predicated, in part, on compromises already made that have ruled close to that figure.

Should Par and PE be unsuccessful in attempt of both bankrupts to gain a favorable interpretation of the revised bankruptcy act having to do with future rents, the basis of liquidation would be much less than 30%. There are also many contingency claims to be fought out which will swing the final figures to an important extent one way or another.

Management deal for Par's Detroit houses made with George W. Trendle is for six months. Trendle's salary is set at \$600 weekly. This is in addition to a percentage of the profits going to Trendle.

Trendle also got himself an extra \$400 weekly for his radio outfit, the Kuntz-Trendle Broadcasting Co., which operates WXYZ in Detroit and five others throughout Michigan. Trendle is supposed to give Par \$1,000 worth of broadcasting time for the \$400 on all his stations.

The radio deal with Trendle kicks out the negotiations which Par was trying to make for the past several weeks for a free tieup on the air with WJR, NBC key station in Detroit.

When Mae West was in New York last spring making personal appearances at the Paramount, Boris Petroff rehearsed and staged her act in his capacity of dance director of the theatre.

Ever alert, Miss West figured Petroff had possibilities for directing pictures. She sold the idea to Emanuel Cohen, and Petroff came west to the studio. He sat in as 'technical director' on 'I'm No Angel', and will occupy the same position on Miss West's next. From those on the inside, betting is even money Petroff will soon be directing West's pictures.

Value of word-of-mouth is indicated by a day-by-day check on the business of 'King Henry VIII' (UA) in its engagement at RKO Keith's, Boston, with the sixth day, a Thursday, topping opening day's take, a Saturday.

Picture, on first day got \$3,200 and dropped normally until Tuesday. Got \$2,380 on Sunday, \$1,800 Monday and then \$2,100 Tuesday, building on Wednesday (fifth day) to \$2,800 and on Thursday to high of the week, \$3,500. On Friday, the final day of the week, it got \$3,000. House couldn't hold over picture due to previous booking commitments that couldn't be changed.

Damon Runyon and his track commissioner 'Swiftly' Morgan spent all one afternoon last week following a telephone tip that 'Apple Annie', supposed to have resided on West 45th street, had been dispossessed and her belongings piled on the pavement.

Annie was the inspiration for Runyon's picture script, 'A Lady For a Day', originally called 'Madame Gimp'. The sportsman-columnist's object was to give Apple Annie aid.

A licensed sound company propositioned a large indie producer to switch his recording from non-licensed to licensed sound. Indie company is working on a lot controlled by a rival sound firm.

Latter heard of the first company's overtures, told the producer to stick to its unlicensed sound or get off the lot. Unlicensed sound used by the producer has a working agreement with the sound company owning the studio whereby it uses the latter's equipment but not the trademark.

While on the coast Irving Berlin conferred at Radio studios with B. E. Kahane on the new music publishing tie-in between the Berlin Company and RKO. Under the deal Radio will have first call on any Berlin music

Inside Stuff—Legit

Book and stage versions of 'The Green Bay Tree' have no similarity except the title. Louis Bromfield wrote the book which he adapted for the stage. It was presented in 1927 at Maxine Elliott's theatre, N. Y., by Arthur Hopkins under the title of 'The House of Women'. Not a success.

'Tree' as presented by Jed Harris at the Cort, N. Y., last week was originally done in London. Authorship is credited to Mordant Shairp, said not to be a pen name. Some observers figure Noel Coward did the playwrighting because many lines are typical of his style.

Harris is reported backed by the Shuberts who had the American rights to 'Tree'. Afternoon of the premier the producer pulled his usual sneak and from a hideaway talked over the telephone to several members of his staff until dawn. Morning paper notices were read to him twice over the wire.

Lawrence Langner, one of the head men at the Theatre Guild and the works at the Country Playhouse, Westport, Conn., in the summer time, blossoms out also as a collaborating author. Langner and his wife Armina Marshall wrote 'The Pursuit of Happiness' (Aven, N. Y.) under the names of Alan Child and Isabelle Laudon. Langner contrived the present version of 'Die Fledermaus', known as 'Champagne Sec' (Morosco) and teamed with Arthur Gulterman in adapting 'The School For Husbands' (Empire). All three shows arrived on Broadway within a week.

Although the pen name of 'Child' was used both for 'Happiness' and 'Champagne', it's Langner for the 'Husbands' show. It being a Guild affair, he couldn't try to fool anybody with that one.

Langner was a practicing attorney specializing on patents until recently devoting much of his time to the stage.

Stephen Leacock, McGill University professor, kidding on the square in the October issue of 'The Rotarian' laments the good old melodrama when actors acted in a very real physical sense. Today they analyze their souls too much according to Leacock who, referring to a typical modern play says:

'Just once in the big scene there is a piece of thrilling action. The man actually lights a cigarette with a match and smokes it. All the audience hope to heaven he'll set himself on fire. Once again as he goes on talking, talking, talking, another piece of action comes in. The man rings a bell and a butler comes in with cocktails. The audience don't get any.'

'The Curtain' which opened at the Vanderbilt, N. Y., last week was originally staged by Ted Vihman who was associated with the Carnegie dramatic school, Pittsburgh. After the show tried out at Jackson Heights the directional assignment was given to Ernest Truex. He is credited with no mention of Vihman in the program.

Just what changes were made in 'Curtain' other than the lesser cast members was not apparent to those who saw the show originally. A 'Romeo and Juliet' balcony scene was eliminated, however. Play was written by Benjamin M. Kaye, a New York attorney. Understood that it was adapted from a German or Hungarian original.

Percy Hammond's review of 'Her Man of Wax' which opened at the Shubert, N. Y., last week, did not tabulate the cast. That daily usually runs the player set-up as programmed. Only names used in prelude drew on 'Wax' review were Lenore Ulric and Lloyd Corrigan, the leads. There were 35 players in all (show closed).

The critic was annoyed by some of the performers as indicated by 'The shameless overacting of a few of the minor members of the crowded cast.'

The 'Keyhole' number which was next to closing in 'As Thousands Cheer', Music Box, N. Y., was thrown out shortly after the premiere. Few other changes in the routine.

Question whether 'Summer Time', one of the numbers sung by Ethel Waters, will stay in the show. It is a dramatic lyric and considered a bit heavy for a gay show. Irving Berlin may have another number for Miss Waters upon his return from a short visit to Hollywood.

'Champagne Sec' is the new title of 'Die Fledermaus', the Johann Strauss operetta, which opened at the Morosco, N. Y., Oct. 14. Switch came after it was suggested to Dwight Deere Wiman that the German title might result in unfavorable box office reaction.

The 'Die' was dropped when the show was first announced. maus' is of Viennese origin.

Theatre Guild is operating under a new subscription price schedule this season. Formerly subscribers paid \$15 for six tickets, plus the admissions taxes. Current rate is \$12 for six tickets.

That means that subscribers are getting tickets for \$2.20 each, as against \$2.75 last season, a reduction of 55 cents. General public pays one dollar more per ticket plus tax, or \$3.30.

Madeline Mayo, under three-year contract to George Mooser, is working out part of it on loan to the Shuberts for the 'Student Prince' tab.

for their pictures and likewise he will get first call on any material written at the studios for pictures.

However, it looks as if the picture company will have few songs written on the coast, and will look to the Berlin staff for most of its future tunes.

After six months of reserved seats in the first mezzanine of the Music Hall, New York, seats in that portion of the house despite the cost of \$1.10 matinees and \$1.65 evenings, are most in demand.

Regardless of how the house is doing, the mezzanine plays a large part in the Hall's improved grosses.

Not enough mezz seats for 'Henry VIII' on some performances to orders and requests received.

Paramount is hoping to get its 'Alice in Wonderland', likewise Samuel Goldwyn his 'Wizard of Oz' released for the Christmas trade.

It is figured by both that the pix are appropriate Yuletide entertainment for kids and should up grosses. Par, in the case of 'Alice', is anxious to get the pic into England and the British colonies, as in those countries, the play is a traditional Xmas pantomime.

Reason Monogram is rushing its 'Manhattan Love Song' into work as quickly as possible is because Fox has a yarn with the identical title and Mono isn't taking any chances. Indie's story is from a published novel of the same title by Cornell Woolrich, while Fox bought Kathleen Norris' 'Collier's' serial, also novel-length.

Fan magazines claim they have found the toughest quartet of stars in Hollywood to get co-operation from on the Radio lot. These stars for some reason are obtuse to help along on any publicity stunts and art framed by the publicity department. They are Constance Bennett, Ann Harding, Katharine Hepburn and Irene Dunn.

Differing with official state department sources at Harrisburg in connection with chartering of the Keystone State Moving Picture Operators' Ass'n, Gabriel D. Weiss, attorney for the association, says a charter was not denied in Philadelphia, pointing out that as a result of

(Continued on page 52)

J. J. Shubert Reported Considering Retirement in Favor of Son John

Shubert may quit show business at the end of this season. Reported that he declared himself that way recently. If he retires it portends the introduction of youth into the Shubert production department, for straight shows as well as the musicals.

For more than 25 years J. J. virtually dominated the direction of Shubert musicals. Prior to the Shubert receivership it was apparent that shows of the type produced by the firm were out-moded. Because of economy, it was stated, few musicals were attempted during the receivership and none succeeded—few other production tries operated out of the red during the 14 months of receivership.

The controversy that accompanied their first musical presentation this season—"Hold Your Horses"—is believed to have inspired J. J.'s idea of retiring. His son Johnny was J. J.'s principal aide and he is credited in the billing with exercising personal supervision of the direction. Most of the changes during the Boston try-out which aroused continuous arguments between the producer and the authors and composers of "Horses," were at J. J.'s insistence. Since the show opened at the Winter Garden, N. Y., Johnny has been in charge.

'Follies' Bill

Next Shubert musical due is the "Follies" with Bobby Connolly in entire charge. Understood that J. J. is to have no say in the staging and it is known that he has not figured in any way to date.

Revue's billing is to be "Ilie Burke Ziegfeld's Follies" with the two last words emphasized. In few shows so far presented by the Shuberts this season has the Shubert name appeared, at least as prominently as formerly. First several shows billed no producer, merely having "Booked by Shubert Operating Co." appended. That is one of the subsidiary corporations under the parent Select Theatres Corp. created as the outcome of the receivership and liquidation.

Daughters of Two Top By-Liners on Broadway

Daughters of two crack newspapermen are due on Broadway, one in the new "Follies" line-up which Bobby Connolly is staging with the backing of the Shuberts. She is Betty Beaton, whose pop is Kenneth C. Beaton, and whose column is by-lined with the initials K.C.B.

Miss Beaton is being kept under cover in press releases, probable reason being that it is expected she will score as a surprise comedienne. She will have at least one song specialty. Miss Beaton is known on the coast in show circles but not in pictures.

Florence Rice, whose dad is Grantland Rice, is rehearsing with "She Loves Me Not," a comedy with songs which Dwight Deere Wiman is producing. She is devoting six hours each day on diction and lessons in dramatic art.

K.C.B., formerly a leading by-liner on a New York daily, resides in Seattle and his output is outsourced from there, principally out of town papers. Rice's "Sportlight" is a daily feature in the New York "Evening Sun," from which source it is widely syndicated. Rice, too, has directed several series of talking picture shorts on sporting topics.

'Jezebel' Dec. 12

Tallulah Bankhead, whose illness forced the suspension of "Jezebel" after it rehearsed four weeks, is out of the hospital and is resting at her hotel.

The Owen Davis play is now dated to reach the boards Dec. 12, opening cold at the Beck, N. Y.

J. H. Morton Stages 'Dress'

Hollywood, Oct. 23. J. H. Morton will produce "Part Dress" at either the Biltmore or the Belasco. Casting started Wed. (18). Lew Levinson adapted the Hersheimmer novel for the stage.

Arrested as Sneak Thief, Calls Himself Actor

Baltimore, Oct. 23. Declaring himself New York legit actor, Irving Chiklin, 30, has been arrested for the theft of musical instruments and musician uniforms from the Hi-Hat club, class nixery on Sept. 27.

Explaining that his action was prompted by urgent needs of funds, Chiklin is reported to have confessed to police that he hid-in-the-club-till-closing, then effected getaway with the clothing and instruments, valued at \$2,000, part of which has been recovered from Alexandria, Va., pawnshops.

Chiklin will be arranged on larceny charges.

COAST CO-OPS COIN TAKE IS FAIR

Hollywood, Oct. 26. Co-operative production now predominates on the coast with only two lay-it-on-the-line legit producers left, Henry Duffy and Bela Lugosi and Curran. All others are producing on the take-a-chance system. Bradford Mills, with "Louders Please" at the Belasco, is paying regular salaries, but he's just in for the one production and is selling it on the two-bit pass principle.

Two most persistent co-ops are George K. Arthur at the Hollywood Playhouse and Paul Trebitz at the Music Box. Both have been producing on shares for the last year but are merely breaking even. Cry of all coast producers is that they can't get casts. Trying to get names is the toughest job of the lot, because, despite the fact that most names eligible for legit are almost washed up in pictures, they demand the mint for their end to step on a stage. Those who are willing to work for reasonable money are usually passed up because they mean nothing. Latter group naturally gravitates to the productions where they get eating money for their efforts.

Best gross by a co-op has never been over \$3,000 and that's been an exception. General run of co-operative efforts rarely goes over \$2,000, most of them getting around \$1,500 house getting 10%. The individual members of the cast receive from 2% to 5%, with the entire cast in non-musicals averaging 28%, another 20% to run the house, and 10% royalty, there's little left for the producer after he pays with stage hands and advertisements, leaving minimum in local papers. But they keep on trying, hoping that they'll hit one that will provide sufficient profit to abandon co-ops.

Newark's Local Rivalry, Also Near-By Opposish

Newark, N. J., Oct. 26. The Shuberts will open the Shubert Nov. 6 with Eva Le Gallienne at \$2-top. This will be followed by "Run, Little Chillun" the 13th. Frank L. Smith will continue managing the house.

As the Broad is running legit at \$1.65, Newark will be well supplied with both houses on a lower scale than before. The Montclair, Montclair, is now using legit with "A Party" this week and Pauline Lord in "Christopher Bean" and drawing from Newark.

Said to be guaranteeing the Lord company \$3,000, which means they must sell plenty of tickets at \$1.10 top.

Greenwood Set in L. A.

Hollywood, Oct. 23. Henry Duffy's El Capitlan repens Oct. 30 with Charlotte Greenwood in the "Late Christopher Bean". It will be her first appearance here in two years.

Bloodhound Ad Libs.

San Francisco, Oct. 23. Montgomery Mohn completed rehearsals for "Uncle Tom's Cabin" in a standing position. Doing the part of Lawyer Marks at rehearsal, Mohn started to cross the imaginary ice. Out from the wings darted one of the bloodhounds, grabbing Mohn by the seat of the pants and hanging the emergency hospital, where she was treated for bites and tooth marks. The bloodhound was fired without a two weeks'.

SLIGHTED IN CASTING, EMERGENCY CHANCE

Running a temperature, Millicent Hanley was unable to go on Saturday night in "The Curtain Rises" at the Vanderbilt, N. Y. As there was no understudy, the management was in quandary until Irene Blair was called in to assume the part, but she played with the understanding that she be retained for two weeks or receive a salary equivalent to such period.

Reason for Miss Blair's stand is the fact that she appeared in the show when it tried out at Jackson Heights and expected to open in the Broadway engagement. Management advised Equity, with the latter stating Miss Blair is within her rights.

Miss Hanley in private life is the wife of one of the Jaekel brothers, New York furriers.

3 B'way Houses, Many Out of Town, Following New Yorker to Beer

Reconstruction of theatres into beer gardens, also reading them as wet spots when repeal comes, will change the status of at least three Broadway houses. Reported that plans are on foot for the similar use of some out of town theatres. First main stem spot of the kind to open is the Casino de Pares, planned along the lines of the Folies Bergere, Paris. House was formerly the New Yorker.

Next to be converted was the Manhattan, which retains the name with Casino added. Lower floor will be stepped off into three terraces. Balcony will also have tables with every other row of seats removed. Steps will afford easy access to the stage for dancing before and after a girl show to be played two parts. There will be two bands, one for the show and the other for the hoofing.

The Manhattan, opening in about four weeks, will not attempt a class draw, general admission being 50 cents. Beer at 10 cents and sandwiches at 15 will be the fare, light food only to be served. There will be two bars. Harry Stevenson, formerly manager of a Shubert Cincinnati theatre, will be in charge.

Next is now pending to convert Warners Broadway theatre into a beer spot. High rent asked may delay the deal, however. Understood the Mastbaum, Phila., may also go beer.

'Mary' for Alvin Nov. 13

"Mary of Scotland," the Theatre Guild's third production this season, opened Monday (23) in Washington, D. C. with Baltimore and Pittsburgh to follow prior to its Broadway debut. Play, by Maxwell Anderson, starring Helen Hayes, was first called "Mary, Queen of Scots."

"Mary" is virtually set for the Alvin, N. Y., Nov. 13. Ah, wilderness wilderness at the Guild indefinitely with indications that it will span the season.

UNWELCOME?

Altoona, Oct. 23. Victor Dunn, calling himself a Philadelphia theatrical agent, who attempted to form a local troupe by promising school girls engagements, according to local police, was unable to convince the cops.

After a police court hearing he was asked to leave town. Dunn's headquarters in the city, he told officers, were at the Salvation Army house.

Theatre and Agency Penalized for Code Infraction, NRA Vetoes Action; Revision of Rule May Result

Foxhall Daingerfield, Author, Actor, Suicide

Lexington, Ky., Oct. 23. Foxhall Daingerfield, 45, Washington, D. C., author and former actor, ended his life here Tuesday (17) with a pistol. He had been visiting relatives at Haylands, a thoroughbred horse farm, near here.

He lived in New York for a number of years and had appeared with Mrs. Minnie Madden Fiske. During the World War he directed recreational activities at Camp Taylor, Ky., and organized the Liberty theatre there.

He was author of 10 novels, the best known being "Ghost House" and "Murder in the Gay Nineties." He had been ill and threatened with nervous breakdown.

Burial at Lexington.

NY BROKER AND EDITOR NAMED BY GOV'T

Washi., Oct.

The first of three government members of the National Legitimate Theatre committee to be selected by the National Recovery Administration are Paul Shields, New York broker and member of the firm of Shields & Co., 41 Wall street, and Mrs. Claire Brokaw, editor of "Vanity Fair."

Designated by Administrator Hugh S. Johnson at the instance of Deputy Administrator Sol A. Rosenblatt, the trio of NRA representatives will round out organization of the agency created to aid in assisting administration of the code. The other Federal appointee will be announced within a few days, Rosenblatt said.

'Pastures' Creates Stir In Author's Home Town

Macon, Oct. 23.

"Green Pastures" coming to the Grand theatre here Friday and Saturday (27-28) has stirred up the local transfer company to activity it has not known in three years. The concern has a hauling contract for scenery and has been working all week conditioning a truck that has been idle for several years. It has had to rebuild a 40-foot trailer to accommodate the sets. Only one route can be used between station and theatre with this trailer as it will not make the turns on any other routing.

The fact that the story is based on Roark Bradford's book is expected to make for good attendance. Bradford was formerly a scribe on a local newspaper and got his writing papers for spending most of his time collecting Negro stories and the folklore of the race.

AMBLER CO. NEW STAND

Jirmingham, Oct. 23.

Amber Stock Company is due to reopen the Grand, Montgomery, Nov. 1, the opening date has been set back from the middle of October. Last year the company did great business at Montgomery.

Troup is moving in from Zanesville, Ohio, where it went after closing at the Jefferson here.

Ft. Wayne Xmas Date

Legit season at Shrine auditorium definitely scheduled to open Christmas Eve with Olsen and Johnson in "The Chance." Will be the first touring attraction here this year.

Fort Wayne Community Artists' association has five concerts listed starting Nov. 2 with Russian Cossack choir. These will appear at Concordia College auditorium.

situation along Broadway last week grew so hot that bubbled. General committee of the National Association of the Legitimate Theatre, operating under a NRA code, fined a theatre and disciplined a ticket agency. It was decided that both violated the anti-gyp rules with summary discipline taken.

But the action was too hasty. That's the way Washington ruled and the NALT committee had to revise the punishments temporarily at least. It is possible that NRA Administrator Gen. Hugh S. Johnson will ultimately okay the fine and suspension imposed, but not until the evidence of violation is reviewed and the violators called to Washington to give their version. Things started to happen when the ticket committee reported to the NALT's general or emergency committee. William A. rady is the chairman. He and others thought the committee should demonstrate its power to discipline. Although several committees were agreed that action should be taken at the time, they later withdrew objections.

Thereupon the Lyceum theatre, housing the hit "Sailor Beware," was fined \$500 for alleged failure to retain 25% of its tickets for general sale at the box-office and other infractions. The Broadway ticket agency was suspended from doing business for two weeks on the charge that at one of its hotel branches, \$30 was charged for two tickets for "As Thousands Cheer," box-office sale of which is \$4.40 top.

agency called in legal advisors. Matter was promptly taken up in Washington where the NRA was requested to take action before Deputy Administrator Sol A. Rosenblatt in charge of amusement codes, with Rosenblatt telegraphing the NALT countermarching its resolutions against the theatre and the ticket agency.

Dr. Henry Moskowitz of the Theatre League, the NALT body within the NALT, and Brook Pemberton, active head of the ticket committee, Marcus Helman for the managers and Carrol S. Buckner of San Francisco, hurried to Washington to get the low-down. Rosenblatt explained that summary action—code violations is not a function of the committee. Gen. Johnson is the deputy for the president, Rosenblatt is Johnson's deputy and testimony must be submitted to the NRA Administration before penalties may be imposed.

It was further explained that while the theatre involved could be fined for infraction of the rules, the ticket agencies are not within the code. So that if the business of the Broadway agency were impaired by suspension before the government reviews the case against it, the NALT would be open to an action for damages. Further stated that before theatre may be fined, charges would have to be made in the Federal courts and the case regularly tried, probably before a jur.

Way Still

The Washington session cleared the atmosphere so far as the NALT is concerned. The delegation was advised that the organization could properly proceed, despite the fact that only two of the three committee members to be appointed by the government, have so far been named. Just a matter of procedure as regards the continuing punishments which does not relieve either the theatre nor the agency from being dealt with later.

At first when word from Rosenblatt calling off the NALT's committee action was received Brady said: I should think that the committee might just as well go out of business. Says A. L. Levy, head of the Broadway agency, denied any gyping. The pair of tickets for which a patron, accompanied by a department of justice man, had paid \$30, were sold at his stand in the Ambassador hotel. Levy claimed the price as it was the regular box office rate plus 75 cents premium each (and 4 cents tax), but the (Continued on page 33)

LET 'EM EAT CAKE

Of the cast, Gaxton works hard and well. Miss Moran's opportunities are as limited as Moore's. As the radical Kruger, Philip Loeb pairs with Gaxton. When the proletariat upset

All this is done with a very understanding sense of humor and exceptionally staged and lighted. Schwartz, for staging purposes, has borrowed somewhat from Meyerhold and for lighting has devised what seems a new notion. Via several shafts of light, in colors from white, he picks out the faces of his main characters giving them an added strength because the villain, for instance, is in green, the page girl in white, etc. Stage is arranged on three slopes, so that all scenes can be that much easier staged.

The late Earl Derr Biggers' character, Inspector Charlie Chan, long glorified by Fox Film and Warner

most likeable item of the score. Number is original but with some indebtedness to an air by Lully. Most of the numbers are similarly programmed or credited to ear composers, which gives some idea of the labor expended digging into old scores.

June Walker as Isabelle turns in a splendid performance as a sweet young girl and she looked the part. Osgood Perkins as Sgaranelle made the part stronger than the original is said to indicate. Michael Bartley as Isabelle's real lover has a pleas-

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The reclamation of Elisa is plea

The late Earl Derr Biggers' character, Inspector Charlie Chan, long glorified by Fox Film and Warner

All this is done with a very un-
derstanding sense of humor and ex-
ceptionally staged and lighted.
Schwartz, for staging purposes, has
borrowed somewhat from Meyerhol-
d and for lighting has devised what
seems a new notion. Via several
shafts of light, in colors from the
wings, he picks out the faces of the
main characters giving them en-
hanced strength because the villain
for instance, is in green, the pure
girl in white, etc. Stage is arranged
on three slopes, so that all scenes
can be that much easier staged.

The late Earl Derr Biggers' character, Inspector Charlie Chan, long glorified by Fox Film and Warner

June Walker as Isabelle turns in a splendid performance as a sweet young girl and she looked the part. Osmond Perkins as Sgaranelle made the part stronger than the original was said to indicate. Michael Bartle as Isabelle's real lover has a pleas-

The reclamation of Elisa is plea

The reclamation of Elisa is plea

Code Penalties Vetoed

(Continued from page 51)

amount actually paid included a bonus of \$20 to my employee for securing good locations." Error was that the buyer of the tickets did not issue a separate check for that amount.

Courtney Burr stated that out of 254 tickets for the Lyceum's lower floor, 201 were distributed to the accredited brokers, leaving more than the required 25% for regular box office sale. Others named in the complaint against the Lyceum were Charles Harris, general manager; Julius Harris, Sidney Harris, house manager, and Artie Wright, treasurer.

At Wednesday's meeting other complaints about violation of the ticket rules will be considered. Committeemen, especially those members who are managers, say they feel that the rules as laid down will probably not work. The factor of the demand for good tickets at the last minute—at any price—has not been solved and the idea of shelving the rules for some other arrangement is likely to be considered.

Demand, for instance, the opening of "Let 'Em Eat Cake" Saturday night at the Imperial brought plenty of fancy prices. A party of westerners just had to be taken care of. Four tickets in an upper box were finally secured at \$20 each, agency offering L and M rows at \$25 each. Box office price was \$7.70; thereafter the top le \$4.40.

It appears that the ticket matter has principally engaged the NALT since it started functioning. Other matters to be adjusted are set back.

NRA Rules Committee Can Only Recommend

Washington, Oct. 23. A rebuk and specific definition of authority was handed the National Legitimate Theatre Committee last week by the NRA as a result of the committee's attempts to impose penalties on violators of its ticket-selling regulations.

Moving swiftly to prevent imposition of harsh penalties on a New York ticket broker and a Broadway producer, Deputy Administrator Sol A. Rosenblatt laid down the law to members of the legit police department and then told the group to continue functioning but to place a check-rein on its enthusiasm.

Penalties slapped on the Broadway Theatre Ticket Company for alleged sale of two tickets to "As Thousands Cheer" for \$30, and Courtney Burr, producer of "Sailor, Beware" for miscellaneous offenses, will be withheld until a thorough examination of the transcript of evidence has been completed by the NRA. The legit committee had suspended the broker's license for two weeks and fined Burr \$500.

Straightening out this squabble, Rosenblatt cautioned Brock Pemberton, Dr. Henry Moskowitz, and Marcus Heiman that the legit code empowers the committee only to recommend action by the NRA boss, and that the group exceeded its grant of authority in attempting to mete out punishment on its own.

With a declaration of confidence in the legit committee, Rosenblatt declared he "felt it my duty" to order the penalties suspended pending NRA investigation.

"I am positive that the members of the national committee are exercising their best and honest judgment on the matters before them," the NRA officer explained, "but when I was advised that affirmative action was about to be taken with respect to a regulation based on provision of the code, I felt it my duty to direct the attention of the committee to Section 2, Article II of the code, which provides that the committee is empowered to assist the administrator in administering the provisions of the code and that after the committee has submitted a record the administrator makes the final determination."

Additional reason for Rosenblatt's sudden intervention in the ticket case was the fact that the three "government members of the legit committee" were still unnamed at the time. Pointing out that the NRA is entitled to have three representatives paid for 25 weeks by the Chamberlain Brown Players, during the last two weeks of the engagement, Brown campaigned desperately for a winter subscription season, with a 85c top, but drive failed to yield more than 75 subscribers.

Anybody Want Theatre, Unheated, in Winnipeg?

Winnipeg, Oct. 23. The Playhouse here will be without heat this winter. Fred M. Gee and Dorothy Parnum, managers of artist series here, tried to get house for season but were told it would be heatless, nobody being there to foot coal bill.

House has been owned by "Shorty" Davis, of Boston, and pres. of Central Manitoba Mines here, taken over in the days of Anne Bronaugh stock, but since then house, away out the west, has proved a white elephant, and he is discouraged.

UNCLE TOM INSURGENT TO AEA MASSA LEGREE

San Francisco, Oct. 23. Mellow antiquity of "Uncle Tom" meant nothing to Equity, which ordered its members out of the Reginald Travers Repertory Players production at the President this week.

Four members headed the Equity ultimatum laid down by Hazel Pitts secretary to Theodore Hale, local AEA rep who is now on a tour of the world. But Arthur Cunningham, doing Tom, failed to answer and stuck with his part.

Travers has organized his rep group as a non-profit organization on co-op basis, with cast to be paid after the nut has been taken care of. Charles Miller flew up from the Hollywood AEA office to tell Travers that 10 shows a week constitutes a stock engagement, and all members must be Equitized, whether studies or not.

Despite this, union crafts, stuck with Travers, musicians even giving him a concession in a minimum of the men, and stage hands limiting themselves to eight, despite the multiplicity of sets.

Jewish Pageant Net New Put at \$100,000

Revised figures on the spectacle "The Romance of a People" which ended at the Kingsbridge armory, Bronx, last week, put the net proceeds around \$100,000. Earlier estimates were double that figure.

Unexpected costs were added to the original budget. Principal added major expenditure was the dismantling of the mammoth setting in the Polo grounds and installation of the drill shed, which cost \$105,000. Some workers were kept on the job through several nights, calling for added labor costs. There were 500 electricians alone used on the transfer.

Wm. H. Mayo, Dabbler In Shows, a Suicide

Peterboro, N. H., Oct. 23. William H. Mayo, 53, sponsor of the new play, "Under Glass," due soon in New York City, killed himself with a pistol Wednesday (18) at his estate here. He had been despondent because of ill health. For the last six years or more, Mr. Mayo, a Boston clubman, had been interested in the Peterboro Players, who stage shows here each summer. "Under Glass" was the hit of the past season.

Lambert's Revue Revival

Hollywood, Frank Holiday is planning revival of Eddie Lambert's "Nine o'Clock Revue" with the same cast that played it last year at the Music Box. Holiday hopes to play it locally for two weeks and then the road.

A. C. APOLLO DARK

Atlantic City, Oct. 23. The Apollo is dark again after an occupation of 25 weeks by the Chamberlain Brown Players. During the last two weeks of the engagement, Brown campaigned desperately for a winter subscription season, with a 85c top, but drive failed to yield more than 75 subscribers.

Such Is Fame

Pittsburgh, Oct. 23. Out-of-town manager wrote to office here for press sheets on several pictures he was shortly to play and, among other things, said: "Have been hearing a lot lately about a film called 'As Thousands Cheer.' Kindly forward press material on this one as well, as I imagine I will get 'this pretty soon.'"

Chi Showboat Stalls, May Be Nite Spot Due To Licensing Trouble

Chicago, Oct. 23. Showboat "Dixiana" in town a week already, but still postponing its opening date pending the receipt of a license. Still doubtful that the license is coming through, however. Had planned to get going with "No Mother to Guide Her," but now understood to be about ready to give up the dramatic idea entirely and open as a nite club.

While unverified there is chatter around that rejection of license application is due to the showboat's exclusive tie with Budweiser Beer, no local brew being allowed on board. Understood that Budweiser paid \$2,500 for the exclusive privilege. Loop side of the boat now carrying a huge sign display of the beer brand.

Equity is hands off on the entire affair and will make no effort to organize the troupe even if opening with dramas.

HARRIS NIXES BROKERS ON TICKETS FOR 'TREE'

Although reputed to be backed by the Shuberts in the production of "The Green Bay Tree," which opened at the Cort, N. Y., last week, J. Harris is in entire charge of the show. That includes handling of the tickets, which developed a good call after the premiere.

Harris refuses to make allotments of tickets to the agencies. That's his idea of protesting against the legit code restriction which rules out the former system of "buy-outs." Brokers may purchase tickets for "Tree" by means of the order system, arranged after a telephone contact. But Harris refuses to give tickets to brokers on consignment, which would be returnable in total. The buy system was a virtual guarantee from the brokers, who, however, were permitted to return 10 or 20% to the box office.

Question whether a theatre had to make allotments of seats to any agency came up during the discussions of the National Association of the Legitimate Theatre ticket committee. It was decided there could be no rule which compelled a theatre to allot or to sell tickets to any agency.

Some 30-odd Broadway agencies are licensed to sell tickets at a premium. But the possession of a license does not mean that theatres must do business with all such agencies. It is up to the theatre managements to select which agencies they care to deal with.

4 Loop Revivals

Chicago, Oct. 23. Four-play revival season planned for the Harris by Jack Kaplan, executive agent, with opening either Nov. 11 or 15. Plays listed by Kaplan are "There's Always Juliet," "Vinegar Tree," "Meet the Wife" and "Second Man." According to plan, plays will run two or three weeks locally and then head for Midwest tours. Equity bond to be posted next week.

ALL-STAR COMM.

Arts and Theatre Committee of the Fuson party has drawn strongly from letters and the stage for big names. Dorothy Parker and Alexander Woolcott are active workers and the committee is headed by George S. Kaufman as chairman, with Beatrice Kaufman vice chairman and Mary Ryskind sec. Included in the executive committee are Daniel Frohman, George Gershwin, George Abbott, Moss Atkinson, Morris Ryskind, Mook Hart, Victor Moore, Gilbert Gabriel, Erno Rapee and Theresa Helburn.

Stagehands Rotate Jobs; Tough on Musicals as Strangers Muff Cues

McOwen Stock Calls Off Date in Lincoln

Lincoln, 23. Hazel McOwen stock company, advanced by agents Gregg and McCord, was scheduled to open here tonight at the Marigold, but differences cancelled the idea. Gregg says they have a spot in Cheyenne, Wyo.

Shortage of pics for the indie theatre group may get them an opening here, tho.

FORGOTTEN COIN FOUND IN LYCEUM OFFICE SAFE

One of the gigly stories about "Sailor Beware" prior to opening of the comedy smash at the Lyceum, N. Y., concerns the exploration of the safe. One hundred bucks had been stowed away—and needed. It was rightfully extracted, but Sid Harris, the house manager, didn't know the money had been needed.

While poking around in the safe another envelop was discovered. "It was marked 'Light and Heat' and contained \$19.25, the paper money being the old, large-sized bills. Most of the found money was immediately expended on refreshments because the discovery was regarded as a hunch the show would click."

However, one of the large dollar notes is framed and hangs back of the box office. Sign underneath reads: "real glass in case of emergency."

Courtney Burr, "Sailor's" producer, thought over the found money incident, coming to the conclusion that the money really belonged to the Lyceum's former treasurer, to whom he sent a check for \$25.

Hinterland Plea Wins Voice in Code Policing

Washington, Oct. 23. A voice in policing the legitimate theatre will be assured theatres, actors, and labor outside of New York, it was arranged here the past week during conferences between Deputy Administrator Sol A. Rosenblatt and members of the National Legitimate Theatre committee.

Appointment of subsidiary code-enforcement agencies for other metropolitan centers than Gotham will be debated by the national group in New York next Wednesday, in order that interests throughout the hinterland may have some say in how the industry is regulated.

Plea for representation for West Coast interests brought this matter to Rosenblatt's attention, Carroll S. Bucher, a San Francisco attorney reputedly representing legitimate producers, complaining against the idea of having New York standards and regulations applied to theatres in Los Angeles and San Francisco.

The subsidiary committees will be responsible to the national committee under the tentative set-up, and will serve as agents of the NRA in handling purely local problems.

Complaints have reached the NRA that ticket-sale regulations, for example, suitable to Broadway can't be applied to Chicago, Cleveland, San Francisco and other large cities, and that the Gotham group has slight appreciation of local difficulties peculiar to these particular sections.

Whether a series of regional boards will be set up to handle this aspect of the situation or only one subcommittee will be appointed to attend to all matters outside of New York remains to be settled.

'Sailor' Chases 'Sin'

Chicago, Oct. 23. Chicago gets its own company of "Sailor Beware" on Nov. 5 at the Selwyn.

This kayos the plan of the new play, "It Pays to Sin," to open at the Selwyn. Louis Macloen now dickering for another loop theatre. There is some likelihood that the Shuberts will insist on Macloen bringing the play into New York for its initial showing.

Number of complaints from Broadway managers have been made to officials of local No. 1 of the stagehands union over constant switching of men in the crews of new shows, including heads of departments. Last season the union required each man working to lay off one performance weekly, but because of increased unemployment, the union stagedhand must make way for a fellow unionist two performances each week. As a result there are nightly shifts back stage which accounts for some of the ragged performances.

Present union rule takes out 25% of the crew nightly, men unneeded with the cues making up the replacements. Particularly affected have been the musicals "As Thousands Cheer" at the Music Box and "Hold Your Horses," Winter Garden. In the latter spot nine new men are on the job nightly, the crew totaling 27 deckhands. At the Music Box there is a larger crew and 12 regulars out of 38 must lay off.

Several sessions between managers and union officials have partly eased the situation. It was proposed that if replacements must be made, the same men assigned to the two performance jobs, be the same since those hands will know the routines.

Heads Can Stay

Although the union does not ask the managers to pay for the replacement groups, it first insisted the lay-off rule must apply to all. A concession was made to the Music Box as to heads of the electrical, carpentry and property departments. Heads stay on the job and replacement men must actually be the house, the new men then taking a walk. Winter Garden follow suit but so far has used the men assigned by the union. Regular deckhands, grips and clearers are not permitted to pay off the replacement men nor are theatres. Unemployed replacement men must actually work since two assigned performances and regular crew members must lay off. Partial exception noted for "Men in White," Broadhurst, after it was shown the performance could not be properly presented with constantly changing crews.

Average assigned wage is \$54 weekly. With two performances out and assessments deducted, wage at present said to be \$38. Heads of departments are scaled higher and mostly are paid over the scale.

'Design' Goes to Road Under Steve Cochran

"Design for Living," the Noel Coward comedy, will take to the road. Other players will enact the Coward, Alfred Lunt and Lynn Fontanne parts. Latter line-up was planned by Max Gordon, but he decided not to send show out.

Steve Cochran has acquired the road rights from Max Gordon. Cochran is manager of the National theatre, Washington, D. C., where he conducted summer stock for several seasons.

Suicide Ticket Man

Phil Weiss, formerly manager of the Equity Ticket Agency on Broadway, hung himself at an indeterminate hour Sunday (22) night.

Second Broadway ticket man to commit suicide during the past season.

Broadway ticket and theatre men last night undertook the arrangements for Weiss' burial.

Barrymore's 'Hamlet'

Hollywood, Oct. 23. John Barrymore started talking yesterday for his production of "Hamlet," which will be staged in the Bowl some time in November. He will play and direct.

Duffy Wants iss Burke

Hollywood, Oct. 23. Henry Duffy is dickering with Billie Burke for the top spot in "There's Always Juliet" for the El Capitan.

Producer previously figured on Edna Best and Conrad Nagle for the leads, but both are out.

Chicago Loop Down to Three Legits, Scarcity Spur to Local Producing

Chicago, Oct. 23. Chicago is being practically wiped off the board as a legit center for the midwest. Never in the history of the loop have there been as few as three plays in this city at this time of the year.

'Dinner at Eight' blew Saturday (21) leaving only Dangerous Corner, 'Take a Chance' and 'Her Majesty the Widow' to hold the legit fort. And two of these are set to fade within the next two weeks.

What plays there are in town are doing well enough. 'Widow' several times has decided to get going on its midwest tour, but each time a hop in biz caused postponement. Scarcity of material is causing many indie producers to start plans for productions. Louis Maclean in town now rehearsing 'It Pays to Sin,' though there's a chance that the Shuberts will induce Maclean to bring the play to New York for its opening. Jack Kaplan contacting Equity on plans for a four-play season at the Harris. Charlie Freeman, heated by the loop lack, is figuring on bringing his Jewish Institute Players into a downtown theatre.

Theatre Guild opens its season on Nov. 5 at the Erlanger with Ina Claire in 'Biography,' which pushes out 'Take a Chance' after 18 weeks of excellent business. Olsen and Johnson squeezed the last drop out of the local legit season in order to hold themselves in town for their Swift radio program. Go to Minneapolis to open Nov. 6.

Estimates for Last Week

'Dangerous Corner,' Illinois (D-1-255; \$220) (4th week). Around \$7,000, very good. Notices on show were favorable with word-of-mouth building. Some early talk of moving to a loop spot, but hopes to stick eight more weeks until entry of Pauline Lord in 'Christopher Bean.'

'Dinner at Eight,' Grand (D-1-207; \$215) (19th week). Company folded Saturday (21) for the opening of the Metro picture version at the legit Apollo. Holds long run record for Chicago dramas, topping the previous high set by 'Strange Intimacy.' Built on notices of final week to \$15,000. 'Bittersweet' into house Nov. 6.

'Her Majesty the Widow,' Cort (C-1-276; \$220) (17th week). Goes out on Nov. 5 after equaling the 'Dinner at Eight' long run mark. Scarcity of legit attractions locally is indicated by the excellent grosses and hold-overs for plays. Around \$3,500, still on the right side of the book. Will hit the midwest burgs on tour.

'Take a Chance,' Erlanger (M-1-18; \$275) (16th week). Single musical of loop and legit. Minneapolis Nov. 6. 'Biography' opens here.

Other Attractions

Grand Opera, Auditorium. Closed last night. No more legit. Possible engagement of buck top operators. Fortune Gallo takes troupe to Detroit for same policy.

Future Plays

'Waltz in Fire,' by David Hertz, will be presented by Harmon & Ullman, of the Group Theatre. Has a three-player cast.

'Not a Saint,' by John Montagu and Bruz Fletcher, now in the hands of Lyons, Lyons, Bachelor & Cargill.

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Shows in Rehearsal

'Trip to Pressburg' (Shuberts), Morosco.
'Is Life Worth Living?' (Henry Moses), Maesque.
'I Was Waiting for You' (Choate and Beckhard), Bijou.
'She Loves Me Not' (Winman and Weatherly), 46th Street.
'Under Glass' (W. B. Friedlander), Ambassador.
'Follies' (Shuberts), Street and Shubert.
'Thunder on the Left' (H. B. Forbes), 46th Street.
'Messmates' (Robert Sterling), Central Opera House.
'Design for Living' (Steve Cochran), road, Erlanger studio.
Aborn Opera House, (Milton Aborn), Majestic.
'Hot and Bothered' (Green and McCoy), Jackson Heights.

3 STOCKS, MUSICAL 1ST NITES IN HUB

Following rat nights 'Hold Your Horses' and 'Let 'Em Eat Cake,' 'Follies' (Shubert) and Lew Leslie's new 'Blackbirds' (Colonial) will use Boston as try-out town.

Eva Le Gallienne remains another week at Colonial, 'Romeo and Juliet' first three days, and 'Alice Wonder' last three, and 'Little Christopher Bean' at Plymouth, both having enjoyed initial week of good biz. Only openings tonight are launching of the Chamberlain Brown-Capt. V. E. Sutton-Matlocks venture at Copley, with 'Tommy,' Leon Janney as guest star, and National Dramatic Players in 'Woman of Bronze' at Wilbur.

Shan-Kar, Hindu dancer, has two days at Holits, next Friday and Saturday. Third local stock gets into swing Nov. 2, Peabody Players presenting 'The Plough and the Stars' showing. Twentieth Century, Francis G. Cleveland, son of late President, and Edward P. Goodnow, in charge.

Next by American Theatre Society at Plymouth, in subscription series, will be 'The Plough and the Stars' and Conrad Nagel, play having had tryout past summer at Carmel. Shuberts produced this comedy by Lynn Starling. Opens here Nov. 6.

K.C. SET ON PROMISED 5-TOWN STOCK WHEEL

Kansas City, Oct. 23. The Shubert will open Nov. 5, it is promised, for a regular season, with an attraction promised every week.

The policy, as given out by Arthur M. Oberfelder, will be to play rotating stock, with Kansas City one of five cities in the circle. Road shows will be played when they can be booked, with the stock going to some other city.

Ray Whitaker, manager of the house, is associated with Oberfelder. Under the plan a traveling company, headed by a stage star or several featured names, will be in the Shubert weekly. The plays will be new and the prices will scale from 25 cents to one dollar. It is planned to rehearse each company in New York for the turn around the five-point circuit. Mary Hart has been engaged to assist in casting the plays.

New Haven Buys Legit

Town is taking kindly to Shubert fare, only legit hereabouts. House has had its best early season business in several starts.

Musical in the Air, Eva Le Gallienne and 'Uncle Tom's Cabin,' all played to full houses despite film spots' heaviest competition to date with 'Dinner at Eight,' 'Footlight Parade,' 'Bowery' and 'T'm No Angel.'

Indications are that legit offerings have brought some extra dough out of the socks, as picture grosses have maintained a high level.

ENGAGEMENTS

Colin Clive, Rose Hobart, leg-fried Rumann, John Buckler, Alfre Kappeler, Philip Tongue, Wayne Nunn, Curtis Karpe, Harrison Brookbank, Henry Von Zynka, Paul Dietz, Joseph Singer, Whitney Bourne, 'Eight Bells' (complete cast).

ronda Forbes, Katharine Cornell Co.
Hope Williams, 'All Good Americans.'

James Trevor, 'Dangerous Corner' (Chicago).
Edith Barrett, Loftus, 'Strange Orchestr'

Glen Anders, Vera Allen 'I Was Waiting for You.'

Lawrence Gray, Marjorie Petersen, 'Sailor Beware,' (Chicago).
Joseph Allen, Dorothy Vernon, 'Hot and Bothered.'

Pay Bainter, Ernest Glendinning, Harland Tucker, Moffat Johnston, Harry Davenport, John Doye, Frank Shannon, Robert Craig, Robert Harrison, Marion Willard, Kathryn March, Harry Hanlon, Carrol Ashburn, Jessie Graham and Edward G. Robinson, 'Move On Sister' (complete cast).

'GOWNS,' PHILLY, LOOKS GOOD

Philadelphia. Looks as if Philly would get its second real money-maker of the season which, for the moment, the city is ever known. 'As Thousands Cheer' was the first and now 'Gowns by Roberta' at the same house (the Forrest) gives promise of being a money-maker. Generally rave notices, great first-night comment and a fine advance spell two big weeks and it might even stay a third, though unlikely.

Last week's biz was pretty pitiful except for 'Biography,' which, although not what it should have been, was well enough satisfied with \$7,500.

Three new shows were hopelessly mired. 'Give Us This Day' at the Esquire, received glowing notices and looks like a possible hit, but the gross was down around \$3,000; Al Woods' 'Move On, Sister,' which got praise, was mired, probably not over \$1,500 on the week. 'Spring in Autumn' at the Walnut had the benefit of two nights bought out by the town, but even with them only hit between \$3,500 and \$4,000.

This week's crop, in addition to Saturday's opening of 'Gowns by Roberta' includes 'Uncle Tom's Cabin,' which has a disappointing advance, but ought to get a good week at the Garrick. 'Dr. Monica' with Neenan at the Broad, and 'Thoroughbred' with Florence Reed at the Walnut. 'Monica' is in for two weeks—a rare thing these days.

Next Monday, the Chestnut goes into pictures for a time with 'Dinner at Eight' and 'Design for Living' with Corinne Griffith in the lead, and 'The Garrick. Those and the new 'Follies' and the Aborn Opera Company are the only other bookings announced.

'MUSIC' IN BALTIMORE GOOD OMEN FOR LEGIT

Baltimore, Oct. 23. Most belated legit start, a score of years ago, went well last week with 'Music in the Air' doing smacking biz in its single stanza at Ford's UBO house.

Walter Hampden's 'Ruy Blas' company comes in this week for four performances, commencing Thurs. (26). Pencilled in for later dates are 'Mary of Scotland' week after its Pittsburgh break-in, Aborn's light opera troupe, the Le Gallienne Repertory, with a possibility of a 'Ziegfeld Follies' filling out the month.

'Chum' McLaughlin will thrust the Auditorium, which he is managing for the Penn Mutual Co., back into the running after several years of pictures, with stock under Charles Emerson Cook's direction. This set-up will get under way Nov. 1. Cook, in New York assembly his company and has announced Bert Lytell as first guest-star. Shows will change Saturday, an indication that the company is in the city.

McLaughlin's other house, the Maryland, will be held in readiness for roadshow films or any occasional touring attraction.

American Theatre Society, after flopping badly last year, has ceased local operations.

Prospects as bright as they have been in the last several seasons.

Yale Ass'n Drama Head

Halstead Wells named director of Yale Dramatic Assn. for coming year.

During his term at the Yale Drama School, Wells formerly was assistant to Prof. D. M. Oenslager of the University theatre.

Three New Probable Clicks on B'way Fatten Legit's New Season Percentage

Despite slipping off in the pace of several new successes, possibly due to the approaching bitterly contested morality election and a slump in the stock market, several additional legit successes were indicated among Broadway's last week's crop of six premieres.

What with this week's group of eight new productions holding the possibility of added hits, judging from the opinion of knowing observers who viewed the tryouts, the new season's exceptional success percentage appears to be keeping up to encouraging form.

'Champagne Sec,' the remodelled 'Die Fledermaus,' which opened Saturday (14) and belongs with last week's new show card, looks the best as a gross getter. Takings were over \$14,000 at the Morosco, for which reason it is moving to the Shubert next week. But most promising on the past week's card came in at the week end. 'The Green Bay Tree,' at the Cort, drew favorable notices from the critics, and should be a class draw. 'Let 'Em Eat Cake' bowed into the Imperial Saturday (21). There is no evidence of a slump, but the undercurrent points to 'Cake' as the probable new list leader.

Among the other entrants, 'The Seal for Hushmore' drew a fair starting gross of about \$10,500 at the Empire; 'Ten Minute Alibi' should make the grade at the Berrymore, getting \$6,500 in several times and good enough notices; 'The Curtain Rises,' Vanderbilt, and 'Keeper of the Keys,' Fulton, were mid-week arrivals, status uncertain as yet.

'As Thousands Cheer' drew a steady business and topped \$27,000. 'Hold Your Horses' about tied with 'Cheer' for top money honors, easily out of somewhat. Among the comedies 'Sailor Beware' at \$15,000 and 'Ah Wilderness' held to capacity, with 'Men in White' and 'Double Door' shading off, but still very good.

There are 29 attractions in all, two shows having closed Saturday. 'Her Man Wax,' Shubert, and 'Heat Lightning,' Booth. Premiere card for next week has but three attractions, 'Under Glass,' Ambassador; 'Thunder on the Left,' Cort, and 'Ruy Blas,' not announced. Added starters likely.

Estimates for Last Week

'Ah, Wilderness,' Guild (4th week) (CD-514-\$3.30). Expectation is for season's run here with other Guild shows spotted elsewhere. Business at capacity and more; around \$14,000.

'As Thousands Cheer,' Music Box (6th week) (R-1-100-\$4.40). Standing 'em up and also figures to stay into next summer; takings topping \$27,000 with nothing higher last week.

'Champagne Sec,' Morosco (1st week) (O-893-\$3.30). Looks like winner; first full week (opened Saturday) rated about \$15,500; not announced here but moving to larger Shubert Monday.

'Divine Drudge,' Royale (1st week) (CD-1-118-\$2.75). Presented by John G. Henne, written by Vicki Baum and the manager; well regarded at try-out; opens Thursday (26).

'Double Door,' Ritz (6th week) (D-45-\$2.75). Based off somewhat in agency demand; but around \$13,000 to liberal profit.

'Eight Bells,' Hudson. Presented by the English music to a drama written by Percy G. Mandley; opens cold Saturday (28).

'Give Us This Day,' Booth (1st week) (H-708-\$2.75). Presented independently (Francis L. Curtis and Richard Myers); written by Howard Koch; opens Friday (27).

'Green Bay Tree,' Cort (2d week) (CD-1-143-\$3.30). Made debut late last week drawing exceptional notices; indications are for class draw.

'Heat Lightning,' Booth. Withdrawn last Saturday; played six weeks.

'Her Man Wax,' Shubert. Taken off Saturday after playing one week and half.

'Hold Your Horses,' Plymouth (1st week) (C-1-042-\$3.30). Presented by Max Gordon; written by Clare Kummer; very well regarded at try-out; opened Monday.

'Hold Your Horses,' Winter Garden (5th week) (M-1-498-\$3.85). Oncoming election and hot campaign may explain some drop in number of houses last week; still excellent here but cooled to around \$27,000, about tying up leadership.

'Keeper of the Keys,' Fulton (2d week) (D-513-\$2.75). Looks doubtful; after mid-week premiere trade lights—some tickets—allocated—cut rates.

'Let 'Em Eat Cake,' Imperial (1st week) (M-1-446-\$1.40). Drew smart premiere crowd at Saturday debut; notices indicate difference of opinion.

'Men in White,' Broadhurst (5th week) (O-1-143-\$2.75). Holding to real coin at the scale; off like most others last week but approximated \$13,000.

'Move On, Sister,' Playhouse (1st week) (D-868-\$3.30). Presented by H. Woods; written by Daniel N. Rubin; opens tonight with strong cast.

'Murder at the Vanities,' New Amsterdam (7th week) (R-1-177-\$3.30). Success to some profit at about \$18,500 last week; moves to Majestic Nov. 6; Gowns by Roberta follows here.

'One Summer Afternoon,' 46th St. (37th week) (C-969-\$3.30). Going along at average weekly gross of \$6,500 and turning profits right along.

'Pursuit of Happiness,' Avon (3rd week) (C-830-\$2.75). Mostly lower floor attendance with improvement claimed upstairs; again around \$8,000 last week.

'Sailor Beware,' Lyceum (5th week) (C-957-\$3.30). Comedy leader; laugh show looks set for season and Chicago company being readjusted, rated around \$15,000; capacity.

'Spring in Autumn,' Miller (1st week) (C-846-\$3.30). Presented by Arthur J. Beckhard; adapted by Gene Delmonte from original of G. Martinez Sierra; opens tonight.

'School for Husbands,' Empire (2nd week) (C-1-099-\$3.30). Draw fair break for reviews; starting pace estimated at \$10,500; moderately okay figuring subscriptions (Guild).

'Ten Minute Alibi,' Barrymore (2d week) (C-1-090-\$2.75). Also got fair break with some critics rating English show better than that; about \$6,500 in first seven performances.

'The Curtain Rises,' Vanderbilt (2d week) (C-770-\$3.30). Not panned but not praised either; may go along for time; light after mid-week.

'The World Waits,' Little (1st week) (D-515-\$3.30). Presented by Frank Merlyn; written by George F. Hummel; all male cast show opens Wednesday (25).

'Three and One,' Longacre (1st week) (C-1-109-\$3.30). Presented by William Harris, Jr.; adapted from French of Denys Amiel by Lewis Galanter and John Housman; touted good thing at try-out; opens Wednesday (25).

'Undesirable Lady,' National (3d week) (CD-1-164-\$2.75). Extra space ads tried but business light; estimated over \$5,000; not sure after this week.

'Chicago,' Grand Opera, Hippodrome; sixth week of pop priced opera.

'The Family Upstairs,' Biltmore; revival dated for Friday (27).

TWO FOLD IN L.A., BUT ARTHUR'S CO-OP OPENS

Los Angeles, Oct. 23. Two closings, and an opening to enliven local legit this week. 'Loudon Pines,' folded at the Biltmore Saturday to \$2,100. After three tepid weeks. Piece got a strong opening, but dipped immediately. Estimated local production. Leader had two setoffs at the Pasadena Community Playhouse.

'Whispering Gallery' closed at the Hollywood Playhouse Saturday after three weeks, getting \$1,100 for the final stanza. Co-operative and with a small cast and one set, it paid off meagre money on the run. Elizabeth Arden, with George K. Arthur in the cast, opens tonight. Also co-op.

'Romance Collect,' another co-operative effort at the Music Box, got \$2,000 for its third week.



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Helping 'Anthony'

Current rumor ascribes the quick success of 'Anthony Adverse' to the brisk advance work done in behalf of the book, with the addenda that relatives of the author chipped in \$5,000 for an advance campaign to launch the \$3.50 multiple paper.

Most volumes come from the press cold, scouts report a ready sale, the publisher is willing to risk proportionate coin—push further sales, but he'll seldom unbelt his own money for an advance, no matter how promising the volume may appear to be.

Just what chance 'Anthony' would have stood on an unprepared entrance seems to be obvious. With the road paved, it was easy to roll up an initial success which in turn led to further sales.

All of which contains moral which probably will fall on deaf publishing ears these days.

Couple of Lawrences

Jock Lawrence, former Los Angeles newspaperman, now assistant to John Swallow on the coast NBC staff handling 'Hollywood on the Air,' has hit 'Liberty' with a four-installment yarn, 'Flying Lawrence in Arabia.'

Lawrence stole a march on the p.a.'s on the radio picture lot and interviewed Capt. John E. Norton when the latter was engaged by the studio as technical adviser for the picture now being made, based on Col. T. E. Lawrence's exploits in Arabia during the war.

Of the interview he got the 'Liberty' yarn, which is the experiences of Norton, Col. Lawrence's air pilot, during the war.

The Last Word

There have been a number of supposedly 'new' stories by Edgar Wallace published since his death, it never could be learned just what his final work was. Maybe ascertained now that the very last Wallace story was 'The Green Pack,' deduced by the fact that when it reaches publication it will carry the name of R. J. Curtis as collaborator.

'The Green Pack,' written by Wallace originally as a play, it's known that Wallace started to do it over into prose, and the fact that Curtis was called in to finish it indicates that only Wallace's death prevented him from completing the job himself.

Life and Thirst

Tiffany Thayer is working on a new novel, tentatively titled 'Doctor Arnold,' at his Hollywood home. Story is based on the experiences surrounding the invention of a fluid that keeps everyone alive. Claude Kendall will publish.

Between novel ideas, Thayer is compiling a pamphlet on wines entitled, 'What to Buy.' Brochure gives the history of wines, how to drink them, the author figures that with the possibility of strong liquors returning, many people will want to know about wine and how to drink it.

Dell Is Delving

A familiar figure wherever any records of the New York theatre from the earliest days to the present, are available, is Prof. G. C. D. Dell, instructor in dramatic literature at Columbia University, who is writing what he hopes will be a complete history on the subject. He would like a peek at any old records of the New York theatre available, as he may have possibly overlooked something.

Scully Sells Another

Frank Scully's sold another collaboration to a U. S. publisher. This time it's Dodd Mead with the book entitled 'Sandrik, Child of Russia.' By-line goes to Olga Tchirikova. Sandrik is the godson of the Grand Duke Alexander of Russia, with the real story being the character of the mother. Publication about February, 1934.

Vet Editor Is

Theodore Coleman, 31, newspaperman, died at Pasadena, Calif., Oct. 19. Formerly published a paper in Beatrice, Neb., and Santa Clara, Calif., and was city editor of the Pasadena 'News and Star' in the '80's.

Red Hot Pales

In second number of the 'Anvil,' where the literature of the Communist genius is supposed to sprout, John Conroy, Ed and Ame. Merk, author, gives out a yelp for financial help, or it's 'Last Number.'

Nurenberg Okay

Rolf Nurenberg, former drama and art editor for 'Berliner 12 Uhrblatt' (Berlin 12 Noon Paper) is now in New York, an exile from Germany.

Bathroom Books

May sound like a gag, but it's on the up and up. A Chicagoan, Paul T. Haagen, convinced at last that reading matter in the bathroom is a confirmed institution, is making plans to publish a series of short books under the name of the Bathroom Library.

He heads a concern called the Modern Publishers.

Scribner's Remedy

First move by any book publisher to aid the legitimate bookseller against the drugstore cut-rate book competition is that of Scribner's, which will 'remainder' no more of its books. Not until further notice, anyhow, by the company's own admission.

'Remaindering' a common practice on the part of book publishers. Explanation is the dumping of unsold copies of books, or remainders, into the drug stores, where the books have been sold for as little as 17 cents a volume. Remainders have even found their way into the Woolworth stores, where they fetched no more than 25 cents a volume.

Drugstore remaindering has always been bitterly condemned by the legitimate booksellers because of the deep price cuts at which they go. However, the booksellers have never done anything about it beyond drawing up resolutions.

Mechanical Sup.

Editor & Publisher has advised contributors to begin sending in material and suggestions for its newly originated mechanical supplement to appear as a regular feature in one issue each month. Supplement will cover every form of equipment, composing and stereotyping rooms, press room and engraving department, circulation department equipment, mailing machines, trucks, garage practices, economies, safety work, insurance, circulation premiums, photo department, etc.

Stalling Pubs

There has been such a yell from mag authors who have long waits on the paying on publication promise, the magazine editors have found a new idea to get around that little thing. They say they will pay on acceptance. The catch is that they put off, month after month, accepting. One excuse after another. The mas is in the safe, but author is told ed can't just get to it. Fall in sight of something. In the long run—wait—it is just the same as publication.

Spreading

After all these years, Funk & Wagnalls is going in for book publishing in a big way. Concern is to get out a large list of books on practically every subject, but no fiction. George W. Jones, Jr. has been taken on to direct the department.

Books are to be known as Literary Digest Books, after the Funk & Wagnalls biggest publishing property, the 'Literary Digest.' The small list of books which the organization has hitherto published may also get that imprimatur.

Cowboy James Treks

On completion of his acting job at Fox where he is doing the narration on his own story, 'Smoky' Will James will leave Hollywood for an eastern lecture tour, starting in the middle west and ending in New England around the holidays. James has another western story brooding which he hopes to complete during his tour.

Good—If

C. F. Bertelli, head of the Hearst news bureaus in Paris until the publisher became involved with the French government some time ago, turns up as head of the Trans-Europe Corp. of Paris, exporters of liquors. This name appeared so in a full-page ad which ran in a New York tabloid last week.

Following day an announcement indicating that Washington would ban the importation of booze was issued at the capital.

King Off Fluff

In a circular letter Alfred H. King, Inc., announces it is off the sin and spangle cycles except from its regular authors. New writers must break in with 'novels of distinction' and 'sagas of the soil.' Even asking agents for that type of script, but few have 'popped up,' so they are circularizing the writers direct.

Grabs 'Em Qui

One of the first new noise sound- ing in pulp publication in many a long day is the cover of the first issue of the 'Detective' mag, published by Delo through the Kable News Co.

Instead of the usual lurid scene on the cover, the illustration is confined to about a quarter of the front page area to give room for a splashy headline title and 200-300 words of the text of the lead story. Gets the reader with both the visual and mental appeal, and arresting because as yet it's the only one of its kind on the stands.

First (Nov.) issue leads with John Willstach's 'The Murder Master,' with an illustration showing a gangster peppering a victim with a sub-machine gun, with a neat string of bullet holes freckling the victim's forehead. Story is jumped over to page three, but there's enough on the front, the way Willstach starts them off, to get the reader past his sales resistance.

Willstach thinks that he has discovered a new angle on getting atmosphere, correct color and background. Idea worked out in 'The Fate of Fay Delroy' is to treat 15 years ago as if 1900. The people, real places, and imaginary characters against back-drop that actually existed.

According to Willstach, if you write an opus of French revolution —go to Paris.

Mugg Malamuth in Pix

Charles Malamuth arrived in Hollywood several weeks ago to negotiate for the translation of 'Chocolate,' Russian novel by Iaroslav-Rodionov, for Cecil DeMille at Paramount.

Malamuth recently resigned as instructor of Russian literature and Slavic languages at the University of California. At various times he has translated contemporary Russian fiction for American publication. Three years ago he was United Press representative in Moscow, relieving Eugene Lyons on his sabbatical year. During that time he corresponded for VARIETY which in addition to his A.B., and Ph.D., allows him to sign 'mugg' after his name. Malamuth is married to Joan London, daughter of Jack London, herself a novelist.

Kettle Calls Pot

Don Moore, ed of 'Argosy,' has nailed another alleged plagiarist, after putting in claim against new comers after publication. Story was submitted by A. Kinney Griffith, proved to be a word-for-word copy of one by Richard Connell. Funny gag was that Griffith gave references and stated: 'I am secretary of the Hollywood Professional Authors.' It was Leslie T. White and myself who helped H. Bedford Jones nail the plagiarist Frank Morgan Mercer.

Harry Retonda Dead

Harry Retonda, 32, assistant city editor of the Albany 'Times-Union,' died in that city Oct. 19 of cerebral hemorrhage.

Before in New London, he began his newspaper career in Schenectady, moving down to the Knickerbocker Press in Albany. He was for some years the Albany correspondent of VARIETY.

Leo O'Brien, political editor of the 'Times-Union' paid a tribute to his comrade over W.G. His widow, Helen Dwyer Retonda, survives.

Pen and Inkers Again

After several years of taboos caricatures as illustrations on the drama and film pages of the Los Angeles dailies, ban has been lifted and all of the sheets are going after them again. Only paper which used them steadily for some years was the 'L. A. Record,' which employed Joe Grant.

Three Pops

No stopping the publicity activities of that Simon & Schuster bunch. As an example, M. Lincol Schuster is going around bragging that three of his authors became papas last week. Just as though he had something to do with it.

The trio are F. Gregory Hartswick (the cross-word puzzle kid), Orden Nash and Frank Scully.

Encored the Commas

F. Scott Fitzgerald has finished a book he's been working on since 1926. So excited he called his agent long distance at 6 a.m. on a Sunday morning to flash the news. After oper had gone to sleep again Fitzgerald repeated the call at 7 a.m. to tell about some commas he had added afterward.

Best Sellers

Best Sellers for the week ending Oct. 21, as reported by the American News Co., Inc.

'Anthony Adverse' (\$3.00)By Hervey Allen
'One More River' (\$2.50)By John Galsworthy
'Dragon Murder Case' (\$2.00)By S. S. Van Dine
'Ida Elizabeth' (\$2.50)By Sigrid Undset
'Bonfire' (\$2.50)By Dorothy Canfield
'Vanessa' (\$2.50)By Hugh Walpole

'Life Begins at Forty' (\$1.50)By Walter B. Pitkin
'100,000 Guinea Pigs' (\$2.00) By Arthur Kallet and F. J. Schlink
'More Power to You' (\$1.75)By Walter B. Pitkin
'Marie Antoinette' (\$3.50)By Stefan Zweig
'Ah, Wilderness' (\$2.50)By Eugene O'Neill
'Rockwell Kentiana' (\$3.75)By Rockwell Kent

In Politics

Rockwell Kent, artist, illustrator and writer, who figured in the headlines for sometime through a lone, and finally unsuccessful, fight to prevent the Delaware & Hudson R.R. from abandoning a branch line from Ausable Forks (where he has a summer home), is engaged in another crusade up north country way. This time he's out to run 'all the houses, both Democratic and Republican,' out of office in Essex County, particularly in the Township of Ausable Forks.

With the present tax rate of \$80 per thousand in Ausable Forks, Kent has organized a Citizens' Party. Its membership comprises farmers and middlelands and property owners outside the village, and it is running an all-farmers township ticket. Kent is making speeches for the ticket, which, he says, is almost sure to win.

Old One Relived

Used to be an old gag about the employment agency owner who, when the first decent job came along, took it himself. Had its real-life counterpart the other day. Some months ago Harold Augustin Calahan, who used to be editor of 'Modern Priscilla' at one time, began publication of a weekly mag called 'New Business.' Principal purpose of the mag was as a tip-off on any jobs for executives that may be around.

Two or two ago Calahan learned that the job of promotion manager for the Conde Nast mags was available. But Calahan did not print the news in his publication. Instead, he took the job himself.

Doubting Winchell

Walter Winchell's ether blubs are now accepted by natives in Cincinnati with the w. k. grain of salt. The reason: he 'Mrs. Winchell' re- sponded to her 'Mrs. Winchell's boy' spill a sob yarn about a night watchman losing his job through a George Cohan broadcast.

'T-S' questioned people about the incident and drew denials.

All of which was humorously explained in a spread across three columns on the first page of the 'Times-Star' and gaged with a headline: 'It's mutiny, Walter.'

Two Eras

Two new publishing enterprises, both containing Era in their names, apt to prove confusing. One is the Modern Era Publications organized by Roy Quinlan to issue a mag attractively titled 'Money.' Other is the New Era Library, which 'lives' mid-West concern going after the former Little Blue Book market. Financial difficulties of E. Halde-mann-Julius, Little Blue Book publisher, has pretty nearly taken the miniature books from the field.

Two Return

R. D. Blumenfeld, former editor of the London 'Daily Express,' left suddenly for London Thursday (19) after only a few days in this country. He had come over for a 10-week lecture tour but had barely arrived when he heard news of his daughter's death in London, so had to cancel the dates and hop right back.

Same boat took back to London Maurice Cowan, editor of 'Playgoer,' British film fan mag.

Willner Poetry

Sis Willner, known to readers of the Chicago 'American' as Dorothy Denbourn, getting publication notice of her third time. By coincidence the first book was called 'A Lady Thinks,' the second was 'A Gentleman Decides' and the third will be 'The Morning After,' which makes a sort of trilogy of poems.

Black Archer Press, Chicago, publishing.

Pic Mag Moves

'Experimental Cinema,' highbrow motion picture magazine published by 'Hollywood' by Seymour Tera and Lewis Jacobs, will hereafter be published in New York. Magazine drew some attention on the Coast through its championing of Sergi Eisenstein and protesting against the mutilation of his picture, 'Thunder Over Mexico.'

First edition to be published in New York will contain the original script of the Eisenstein picture to illustrate how much was eliminated in the editing. Magazine features photographs of the arty type from the pictures it discusses, which are mostly experimental films.

Unsupervised Poems

Poem writing evidently pays for some poets. Sam Hoffenstein made the statement that he has profited as much from his two books of verse, 'Poems in Praise of Practically Nothing' and 'Year In, Year Out' as he has from salaries on any four film scripts.

Hoffenstein also adds he had 400 times as much fun writing the poems, and figures they gave a thousand times more satisfaction to customers than his pictures. 'The poems,' he says, 'were not supervised.'

Buys 'Gang World'

Although 'Popular Publications' recently brought out a quartette of new mags, the concern is getting rid of some of its other mag properties. Title of 'Gang World,' the mag which Popular withdrew some time ago, has been sold to Charles Spencer, a newcomer to the publishing biz, who plans to revive it shortly as a part of a number of mags which he will publish under the name of Spencer Publications.

The revived 'Gang World,' under Spencer, will be conducted 'exactly as when it was a link in the Popular chain.

Chatter

Donald Henken, Clarke's title for his new book will be 'Alabam.'

'Harper's,' the mag, so proud of being banned in Germany that it's advertising the fact.

Gladya R. Cohen has turned literary agent.

Grace Flandreau has delivered her new novel to her publishers, Smith & Haas, and hops to Mexico soon.

Hervey Allen in the literary procession to Maryland. He's just bought a hut there.

It's 60 years for the 'Woman's Home Companion.'

Doris Spiegel, who did the illustrations for 'Paris to the Life,' used to be private sec to Blanche Knopf. That was before Doris found out she could draw.

Another postponement for that McBride book on birth control, with the reported reason that it's still not quite what the authorities will permit to be said on the subject.

Rose Wyn, wife of A. A. Wyn, who edits those mags issued by Magazine Publishers, to compete with her husband. The missus has organized a publishing concern titled Editorial House, and will get out at least two and possibly more fiction mags.

Allen Lane, ritish publisher, is in town but where?

Marian Spitzer, scenarist, has sold 'Cold Cream,' short story, to 'Red Book.'

Nate Kreutz, former Chi 'Herald' reporter, has joined Monogram to handle pressbooks.

Celeste Brooke Hanlon, former Altoona school teacher, writing under the name of Brooke Hanlon, married Truman Brumbaugh, chemist of Roaring Springs, Pa., here late in Sept. Now living in Washington, D. C.

Going Places

By Cecelia Ager

Style at the State

The tradition that no lady is a mimic lest before each impersonation—in full view of the audience and with no mirror to guide her—she tug at her tresses with a pocket comb, pulling her helpless hair this way and that in feverish arrangements intended to take on the coiffure characteristics of the objects of her copy-catting—this preface to mimicry is as faithfully followed by Zelda Stanley at the State as it's been since vaude began.

To do it right, the lady must have a long bob of her own, long, wiry, and accommodating. It must be hair that will hang together but one hastily stuck hairpin, or loose, straightway resume its original conformation without little stabs at pioneering. Miss Stanley's dark curls understand. They submit obediently to her deft ministrations, and though they seldom achieve the promised caricature, when it comes right down to it—what mimic's hairdressing really does? It's enough to get the audience to wondering if this last wig is as becoming as the one before. And that they provide interesting little interludes in themselves.

Miss Stanley, neatly dressed in black crepe with a dotted black net gimp and little puffed sleeves, fares nicely with her impressions until she sets out to capture that elusive elf, Jimmy Durante. Here Lydia Roberts and Helen Morgan nail the originals tidiest.

Two of the Five Elgins, the ladies of the troupe, have agreed without reservations on burnt orange crepe pyjamas with darker short jackets and gold crepe bandanas for their heads. Part of these ladies' contribution to the act consists of swiftly and rhythmically putting on and taking off hats which they do with a wholly admirable disregard of a woman's rights to experiment with her hats until by trial and error she has found their best possible angle.

Betty Keane, who blithely tap dances for Sam Robbins' orchestra, has hit upon spot copper colored satin as a new and effective costume material for her act. Her cut pyjama trousers, June Gay lives up to her name in bright American Beauty taffeta.

Several Little Things

Isn't she a pretty little thing? asks showman Ted Lewis, and the Capitol theatre audience looking at Doris Dean, watching her graceful composure in the face of such a question, noting her demure young-loveliness artfully enhanced by modestly white chiffon sprinkled with diamonds, altogether approving of her modestly downcast eyes, her shy little hand at her cheek—warmly agrees that she is.

As a matter of fact, all the girls in the Ted Lewis act are pretty little things. Even Jean Carroll, who dances one of those new symbols, yearning, modernistic torchy 'artistic' numbers in severe black satin and white make-up, is still a pretty little thing. She comes back for the finale with all the other pretty little things, all dressed in the same sweet 16 manner, with long circular skirts, slim fitted bodices and little ribbons in their hair, and proves it.

Not content with the mere being of pretty little things the girls have studied their dancing assiduously, and are poised little things, limber little things, high-kicking little things, and grateful little things. They smile happily at their applause and glowingly their teacher.

Her Looks Belie

Helen Twelvrees certainly is a pal. She's so fair to the men in her life it's difficult to tell which lad it is who has the right to look at her and then breathe hard—'My Woman!'—her current lecture's title.

Besides her impartiality, she is a most self-effacing young lady—the story insists—a little home-girl, a wife who adores the budget system, a girl simply yearning to stay in the background—with beaming blonde hair, clothes that shout she has a figger, a tendency to look back over shoulder while strollin', and a way with certain phases of the rumba that they don't teach at the Misses Sniffs' dancing school.

Miss Twelvrees does all she can

to resolve the warring factions of her story characterization and her screen manner, spreading her work with sincerity and earnestness to take the sting out her hotcha looks, but it's not that easy. When she enters Claire Dodd's apartment to accuse her of trifling with her husband, it just doesn't seem that Miss Twelvrees has the right to accuse anyone of trifling. Miss Dodd is patently out for no good; one of those predatory society girls that flourish in pictures, but from her walk Miss Twelvrees can't be out for any good either.

She wears a gold cloth evening frock, however, with a high flat little round collar fashioned from cord of the material that shows that such grand material can be worked into a flatteringly young dress, which does some good in a different way.

Poor Pic Slaves

poor little picture stars—pity them! Pat their platinum heads, smooth their perfect brows—but, of course, take care not to wipe off their eyebrows in the process—for they haven't, as 'Bombshell' makes it all too pitifully clear, a friend in the world. Not a friend, save you, you millions of loyal fans, you.

Up at the crack of dawn. To work sometimes breakfastless even, that their public may be entertained-fed. Their private lives public property, plotted for them whether they like it or not, whether they know it or not, by cruel, selfish publicity men. Let them come home at last to the minor palaces they call home, spent and exhausted from their shattering emotional conflicts, hungry for rest, for peace, for quiet—the very decor of their lush mansions, strewn with every epoch in period furniture, groaning with silk and satin hangings, cushions, feathers, fur rugs, sheepdogs, gold fish and relatives—torments them flatly the solace their tortured souls cry out for.

Jean Harlow reveal this harrowing state of affairs most beautifully. For all her magnificent clothes, her unique cloud of hair, her remarkable setup that combines the slimmest of waists with the charming billows elsewhere, her royal income and as royal homage—what really has she got? Babies? Time to putter about in her own kitchen, save when she's posing for publicity stills? A moment to curl up midst their shenanigans with a good book? No, the meanest stenog is more the mistress of her life and destiny than poor, put-upon Miss Harlow.

While she's busy garnering waves of sympathy for glamour, with a fine sense-of-humor-shading-her propaganda, Miss Harlow's good-naturedly, with a messenger for a guide, a newest fashion predictions. Hips shall be emphasized for evening, with tiers of circular ruffles, he says, with skirts draped narrowly at the ankles and belted snugly at the waist. He approves large brimmed hats if they're perched at an angle, and suggests a little ruff of flowers tied high around the neck as the last gasp of the current high-necked mode.

No Bummers

Odd little creatures dubbed 'newspaperwoman' have a way of cropping upon the screen now and then, indulging in the sort of odd behavior—hanging about city editors' desks, vamping, talking back, running in with 'scops' and doing all kinds of bright little things save sitting down to their typewriters and pounding out a story. They're mighty pretty children for the most part, with clear bright eyes, cute curls, and cunning noses that never shine; and their fetching sport clothes always fit them snugly besides being neatly pressed and in a state of persistent good repair. Until 'Headline Shooters', in fact, these picture 'newspaper' woman, while they never did any work, and while they rarely suffered from excess intellect, never actually libeled the profession they'd been meant to represent, so imaginatively, and so decoratively, too.

But Frances Dee goes a little too far. It isn't so much the way she sniffs and snorts and get all straining at the leash to prove she has a nose for a story when in hanging about the city editor's desk according to the best picture 'newspaperwomen' tradition, she overhears him

Did You Know That—

Billy Gaxton and Madeline Cameron celebrated their 15th wedding anniversary last week....there's no truth to the rumor that Neal Andrews is producing a revue....a dinner party was given for Edgar Allen Woolf by Louise Albee....Louise Shurr escorted that glamorous eyelet, to Monte Carlo....Fannie Brice and Belle Baker...lunched together at Gerson's the other day....Dora Duby is back from that long stay in Europe, considerably changed....Rita Weisman's hair is almost white now, and very lovely....and speaking of hair—you'd hardly recognize Marilyn Miller with that straight boyish hair....Nanette Guilford has been away for a year, but is back....that was Miss Juliet crossing Broadway in a brown costume and sable scarf....they say Jayvan Tashman has a new coat of silver fox....Freddie March always has one of his wife's baby shoes in the dressing room for luck....Ray Perkins introduced his sister, Bobbie, on his Saturday night broadcast....the opening of the Mayfair was very gay with all the local lights turning out....In general, gowns seemed less elaborate than last year....very few Hollywood luminaries....Irene Dunne, Alexander Kirkland, Jimmie Creelan, Marjorie Nixon, Coleman Moore danced to Al Goodman's music....the memorable penny throwing incident was just a year ago; no informal entertainment this season's opening.

getting a telephone tip—it's her running line: 'Have you got a cigar?' That is sheer delicious present sobble, in any light they please, but when they have them bumming cigarettes....They may promote a lot of things, those gals, but they do have honor about one thing—their smokes. They're so zealous about it they cram their bags with flat tins of filters rather than be caught without a supply for ever-supplying, matches even—so who is there so craven as would say a soble asked HIM for a cigar? And asked him for one as her share toward the start of a beautiful friendship?

Marriage and Marcells

People may think they know every facet of the only-a-bird-in-a-gilded-cage situation, but Walls of Gold has something up its sleeve that's going to shatter their smugness for fair. Did they ever stop to think about what happens to a girl's coiffure when she exchanges her freedom for a life of luxury as some rich old gentleman's bride? Sally Ellers has them there all right, all right.

There's nothing so aged but that it can be revived by a new twist; Miss Ellers has taken the hairdress angle. It's occurred to her that rich old gent's brides have to do something with their idleness, and she's figured it out, and goes ahead on the premise, that they pass the time devising for themselves strange, new, different coiffures.

While she's an incredibly successful young business woman, Miss Ellers was happy and content in a conventional married life, matching in restfulness and calm her unobtrusive tailored clothes. But no sooner did she enter upon her loveless marriage than she began to crack out with a startling series of haircombs, each more complex, more studied, more disturbing than the last. Bangs every which way, straight across her forehead, shading only one eye, plastered firmly as far as her eyebrows. Center parts, side parts, diagonal parts. Curls massed on the top of her head, swept high at one side, snuggling determinedly around the nape of her neck. The lush jumble of her poor little rich girl costumes, while bizarre and detailed to the hilt, if never truly elegant, pale into monotonous background, topped by such spectacular trumps with her hair.

Walls of Gold adds, with Miss Ellers' help, a new warning against marriage for money. Just try it, and see if ever again your hair will fall in its own natural, becoming, easy style. It's a warning on one of the actual marriage ceremony. Rochelle Hudson, who doesn't trifle with such formalities, comes through unscathed.

Among the Women

By THE SKIRT

The Best Dressed Woman of the Week:

GRACE MENKEN

Mayfair Club

ostly Blue

The Imperial theatre is housing a rhapsody 'Em Eat Cake'. It could be called a lot of other in the Saturday night audience did.

Lois Moran, who remains uninteresting on the stage, is in clothes of very bad model. Her first cloth of bronze is little fitting with shoulder puffs forming sleeves. Throughout the rest of the show Miss Moran wears the inevitable blue in many different combinations.

A girl who has received little notice is Grace Worth, but she is a standout here. Her first gown is a closely fitted shiny white satin with fox shoulders. When Miss Worth gets her h better shade it will help. Before the show literally turns blue Alice Burrage, Genna Joan, Vivian Barry, Mary Mathews, good looking girls, wear stunning evening frocks.

Adhering to blue, the chorus does mostly sport outfits of blue combined with white and more often with gray.

lotches

Allen and Kent, opening the Palace bill this week, reveal the girl in a white lace dancing frock very long. Huge puffed sleeves and a spangled bolero form the top of this frock. The skirt is discarded revealing shorts of white satin with a lace ruffle. A mother is introduced and altho quite hefty does clever taps. Her dress was of black georgette trimmed at the neck line with brilliants. She showed large diamond earrings and several bracelets.

Andre Renaud, the man with two pianos, has a well fitting dress suit, almost blue in

If Clara Barry doesn't go on the orange juice diet—well, she should. Her greet velvet, made with a cape edged in sable, seemed to accommodate the plumpness of the figure, but if Clara wasn't stout what would Mr. Whitledge do for comedy? But there are plenty of laughs in the crossfire of this well liked team.

June, dancing with Jack Holland, wears a good looking outfit. The dress is of yellow chiffon edged with ruffled ruffles of rose and coral. There is a touch of black. A feathered boa is carried out in all these shades. Mr. Holland, a good looking boy, wears a white linen suit in the popular military mess jacket manner.

usic Hall's Good Looking Show

Radio City Music Hall has a picture this week called, 'Aggie Appleby, Maker of Men'. In large print are the names of Charles Farrell and Wynne Gibson, and in smaller type, William Gargan and Zasu Pitts. Maybe we're wrong.

Miss Gibson does a tough poor girl, but her nails are done in a dark shade, her hair the last word in a set, and her undies are of black lace. Several printed dresses are worn.

The stage show is beautiful this week. Helene Denison does a number with Nicholas Daks called 'After the Ball'. Miss Denison is in white meline with silver bodice. The revolving stage soon shows a ballroom in full swing with the girls in salmon colored net silver edged. Their partners are in white tights and blue tops with matching boots. This costuming draws applause. Another item called 'Babes on Parade' has 24 girls as nurses in black frocks with long blue capes. Perambulators of every color and shape—and very effective. Natalie Bodansky goes the specialty in a nurse-maid's outfit of the conventional grey. 'The Hunt' is also a lovely number but minutes too long. Taken from any hunt print the dressing is perfect. The red coats, in England, they are called pink, and the white riding breeches are all lovely. And the finish, with horses on treadmills, is effective.

Still another number has the girls with bodies almost bare, but with trains of feathers, in a combination of red, blue and silver. Long gloves are red with high feathered head dresses.

The Mayfair Screen Undresses

The first nudist picture is showing at the Mayfair and Eddie Foy, Jr. is featured. Although a vine covered fence covers what must be covered, it is not clever and certainly not funny. Vera Marne is the girl and inasmuch as she wears no clothes there's nothing to describe.

The feature picture is called 'Before Dawn', a mystery and really good. Stuart Erwin is the boy and Dorothy Wilson the girl. Miss Wilson, as a clairvoyant, wears several simple frocks. She retains her dark hair worn severely plain.

Vaudeville Camouflaged

Lee Simonson's dressing of 'School For Husbands' at the Empire, is an inspiration. June Walker, Joan Carr and Flora Le Breton are adorable in the early century costumes; Miss LeBreton in a brown polonaise over a green and white striped petticoat; Miss Carr in red velvet over white, and Miss Walker in white with touches of blue makes an unforgettable picture.

As presented here it all is really a glorified vaudeville show. Number follows number and all beautifully costumed. The men of the large cast don't do badly, either, in their flowing wigs and coats of brocade. A new Osgood Perkins, and what an actor, and Michael Bartlett sings better than ever.

Drive-In

(Continued from page 1)

one smokes without offending others. Likewise, people chat and even partake of refreshments without disturbing those who like their pictures in silence. The idea virtually transforms an ordinary motor car into a private box. Whereas younger children are not permitted in Camden theatres in the evening and are frequently discouraged even when accompanied by parents or guardians, here the whole family is welcome. The aged and infirm also find the theatre a boon because they are not subjected to inconveniences such as getting up to let others pass.

Theatre is in the open air. Accommodates 400 cars. There are seven rows of inclined planes, insuring uninterrupted vision for the occupant of the cars, regardless of auto arriving or leaving their

places in front aisles. Each aisle is 50 feet deep. More than 30 feet of space is available for each car to come and go. The films are shown on a 60-foot screen, and the sound equipment, consisting of a new mechanism providing controlled directional sound, is furnished by RCA-Victor Company, of Camden. The motorist in a car 500 feet away from the screen can not only see the picture but hear the sound at the same volume as those in the front row.

Three shows each evening, at 8:30, 10 and 11:30. No matinees. Business is falling off somewhat with the chilly-evenings-setting-in, and the theatre will close over the winter.

Drive-in theatre is the idea of Richard M. Hollingshead, Jr., inventor, of Riverside, N. J. Operator of theatre is W. W. Smith of Camden, who owns a chain of auto service stations and operates the Central Airport swim pool.

East

Claire Luce will receive \$25,000 a year under the terms of her separation from Clifford Warren Smith. Payment will be made from a trust fund from which Smith receives \$80,000 annually.

Commissioner of Licenses Levine passes the buck to Mayor O'Brien on the stage cleanup order. Says O'Brien told him he couldn't get action from previous commissioner.

James Montgomery Flagg's "Nervy Nat" cartoon appears on display at the Winter Garden. Original of the character played by Joe Cook in "Horses".

Nedda Harrigan, daughter of Ned Harrigan (Harrigan and the separation), passes the buck to Mayor O'Brien on the stage cleanup order. Says O'Brien told him he couldn't get action from previous commissioner.

Admiral Byrd's farewell radio broadcast interrupted when someone cut the wire from his room to the radio station. Down in Norfolk Tuesday (17).

Shirley Oliver quits bread in rehearsal.

Boston set for the break-in of the "Follies." At the Shubert Oct. 30.

Mary Duncan sued in N. Y. supreme court by Morris Weinstein, of Beverly Hills, who alleges she owes \$750 on a note. Service by publication permitted.

Jamaica distillers worried about the shortage of rum bottles and labels. Not sufficient to meet the demand, so they're ordering.

N. Y. state dancing teachers hankering for an NRA code. Ballroom dancing.

Rudy Vallee took his nose to the hospital for joint diseases for minor repairs last week. Doc's found nothing serious.

Gov't looking for whiskey tasting experts, but find none qualified. Old timers all out of practice. Needed to test distillers.

Leon Gordon wrote a new ending for "Undesirable Lady." Put into use last Monday (16).

Charge of arson lodged against Evelyn Gossnell, former actress, at Fort Washington, N. Y. falls, will be paid incendiaries to fire her own home, but nothing to support the allegation. Grand jury dismissed case.

Irvin Berlin goes into politics to support Nathan Strauss.

Society of American Magicians again agitating for a permanent magic theatre in New York. Tried before but without success. Next approach was long magic runs of De Kolta at the old Eden Musee.

Mrs. Frieda Mandell suing Irwin Kaye, race tipster, for alienation of her husband's affections. She alleges that in spite of her protests Kaye continued to give Mandell winning tips, and that he used the money on other women.

Carnegie Hall opens a buffet for the patrons back of three tiers. Same concessionaire operates the Met. op. buffet.

Rodeo performers agitating a code to ensure payoff at small arenas. About 2,500 riders and other performers.

Jaucha Helfetz will go to Russia for a tour in April at the invitation of the Soviet authorities.

Mrs. Pat Campbell goes to Montclair, N. J., for a week in stock. Cissie Loftus also along to help play in "A Party."

Fine of \$500 slapped on Lyceum theatre by Brady committee for alleged laxity in ticket distribution revoked by Deputy Sol Rosenblatt, who says committee exceeded its authority.

Dennis King gets the American rights to "Richard of Bordeaux," but

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.

won't try it out until he has ended his London run in "The Command Performance."

Jimmy Donohue, Woolworth heir, had permission to go on the stage if he didn't use his own name or get found out with the alias. Discovered in cast of "Hot and Bothered," but maybe the press agent can talk Mrs. Donohue into letting Jimmy keep on.

Three Little Pigs now on the toy counters as toys for babies.

Elmer Rice goes to lecture instead of public. Year.

Ethel Shuttlesworth, the cops told someone got her jewel case with \$1,500 worth of rocks. Missed it at the Stork club, but doesn't say she lost it there.

Divorce mill in N. Y. grinds one for Keith Howard, of sister team, who sues A. T. Spurlock, footballer, and Kitty O'Dare, showgirl, who does not have to love, honor and obey Michael Anthony any longer.

Former told the court Spurlock would not go through with a religious ceremony following a civil hitch. Miss O'Dare blamed it on a doctor.

Equity permits Oliver Wakefield to go into "Follies." Had held he was ineligible as not specially imported. Richard Rodgers get thumbs down in their appeal.

Harriet Hillard asking annulment of her marriage to Roy Sedley, claiming a prior divorce did not grant him the right to remarry.

Also charged that he told wrong gals to the wrong people at the wrong time. She's with Ozzie Nelson's band.

Brooklyn piano concern giving away pianos. Taken in trade and free for the asking. They need the room.

Jennie Goldstein, who recently closed at the Prospect theatre, Bronx, plans to go to "The Naylor." Explains it will be easier for patrons from the east side and Brooklyn. Play still in Yiddish, but that's been done before.

Laurence Schwab staging "She Loves Me Not" for Wiman & Weatherly.

Cornelia Otis Skinner's picture north in the Empire theatre lobby gallery. In all by Wayman Adams.

Mary McCormick tells reporters she hopes Prince Serge Midvian marries again because then she'll feel she's not the only sucker in the line before.

Govt. considering going after repeal liquor ads. Still illegal to advertise hard stuff. May prosecute or merely issue stop order.

Philadelphia police arrested an offender to "elite" sobriety 1,000 times a day for the next year. Man doesn't know how to write, so an asst. dist. atty. will teach him.

Group of Hindu devotees arrived in town Thursday (19) and opened at Carnegie Hall Saturday (21).

Newark officials told '3 and '1 cast to put on more clothes and drop the profanity.

Guthrie McClintic announces that "Jessebel" will be presented Dec. 12 with Tallulah Bankhead.

Margaret Neville, former show girl, sailing for China to marry forsook B. J. divorcing from Jack Neville about three years ago.

N. Y. "Sun" starts a department about wines and liquors. For the general education of the younger generation.

Finding vaude cold, Jessie Costello announces a plan to become a revivalist following her contact with Sister Almee in Boston.

Stanley Lawton, who has three Bway picture theatres, heads a group of theatre owners in Greater N. Y. to stamp out racketeering, chiefly through fake unions.

Rufus King, who helped out on "Murder at the Vanities," now making a novelization.

Dorothy Glash back from Paris with her "hobby" tell her name.

Barbara Stanwyck in hosp due to overwork.

Leo Reisman flames plenty when club blues and variety club club invites him to bid their dance, mentioning an audition.

William Case, cameraman with the Walter Huston picture on location, died of a heart attack on death Friday (20) when a team of six artillery horses and the caisson went over him. Was taking a head-on with a charge splitting.

But a horse stumbled in front of the camera.

Carmela Ponselle announced to friends she's going to marry a business man, but he told her name. Says he's the pick of three applicants.

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Chas. Inning, who wrote a campaign song for George U. Harvey four years ago, denies him right to use the title in this election because he isn't the man he used to be, the composer thinks.

Bronxville police announce that after tomorrow (Wed.) tickets will be given commuters who take so long to kiss their wives good-bye they stall traffic.

They stall traffic by catching the trains.

Blide Dudley, a grandpa. His 16-year-old daughter, Mrs. Theo Kurat.

Elissa Landi under Columbia banner will go right to work.

Belasco & Curran have bought the Court right to Sallor Beware! and will open it at the Mayan, Los Angeles, within a month.

Stanley W. Lawton, operating the Mohan and Broadway theatres, adds the Gaiety.

Gerald Griffin again heads the Catholic Actors Guild. His third term.

U. S. signed the educational film pact or League of Nations at Geneva Oct. 20. Designed to facilitate distribution of films.

"Murder at the Vanities" hops from the New Amsterdam for the Majestic Nov. 6, to make room for "Gowanus" in the neighborhood.

Roland G. Edwards will stage the shows for Irving Salkow at the Majestic, Brooklyn. He's also with the Mohan and Broadway theatres.

Herman B. Lederer, husband of Isabel Leighton, actress-author, took his life by hanging Friday (20) in New York.

Alleged bandit was caught in the lobby of the Capitol theatre Friday (21) after a chase from a dentist's office.

Two in the chase, but one escaped.

Joel McCrea and Frances Dee achieved that hitch Friday night. No witnesses along, so the dominie (N.Y.) players flunked.

With Greenwich for the honeymoon. Guild parts with its option on "Yinberg, Ohio." Had it in the safe two days.

Don Marquis has done a play on the later years of Henry VIII. Not titled. Arthur Hopkins thinking it over.

Coast

Lyle Talbot, injured in an auto accident, has returned home from hospital.

Mrs. Marguerite Daggett, ex-actress, granted divorce from John S. Daggett, known in radio as "Uncle Sam."

Nina Wilcox Putnam, writer, sued by her attorney, David Tannebaum, for \$150 allegedly due for services.

John Halliday and his wife, Eleanor Daggett, have returned to Hollywood after two months' tour of China.

William S. Bill Hart is convalescing at his Newhall, Calif., home.

Peggy Lee, Shirley, Glen and Loretta Bourget, Laura Lols January, Dean Benton and James Reginald Scott, members of Universal's junior stock company, have had their contracts by the studio approved by Judge Hartley Shaw in L. A.

Joseph Brunton, sec. to Travis Ebbson, Far fashion designer, was killed and kicked out of his auto in Hollywood by a stranger he had given a ride.

Erskine MacLeod, Hollywood artist, turned a water hose on a fire in his attic. Water hit an uncovered electric wire and the shock knocked the props from under MacLeod. Okayed at the hospital.

Wallace Beery arrived in Hollywood in a plane piloted by Paul Mantz, a friend, who picked up the actor in the desert.

Beery's ship did a ground loop.

Eight affidavits, two signed by Dorothy Granger and Julie Carter, actresses, asserting that Alfred C. Campbell, actor, has single, have been filed in L. A. Superior Court by Claire Windsor in an effort to have a \$75,000 judgment received by Beery with set aside.

Pleading guilty to stealing letters from lock boxes in a Hollywood post office, Louis Almont, 35, mag writer, was sentenced to 18 months in McNeil Island prison by Federal Judge W. P. James.

Helen McFarland, vaude player, had her marriage to Clifford C. Campbell annulled in the L. A. Superior court.

Score of witnesses appear before grand jury in L. A. in the probe of the death of Tosta Zandi, wife of Raul Zandi, actor, killed by a car driven by John Huston, son of Walter Huston, actor.

Plans for marriage of Mrs. Hazel Chaney, widow of Lon Chaney, and John Fehske, the actor's former make-up man, have been abandoned at least temporarily because of Mrs. Chaney's serious illness.

David Hutton has returned to

L. A. asserting he is determined to divorce Almee Sempie McPherson.

A celebration for the 25th birthday of radio broadcasting, said to have originated in L. A. Dec. 21, 1912, is planned by William A. Prole, back of early experiments.

Buster Keaton, comedian, has taken steps in Ventura, Calif., for his second marriage to Mrs. Mae Scrivens Hawley, his former nurse, whom he wed at Ensenada, Mexico, before his divorce from Natalie Talmadge Keaton had become final.

Joseph M. Schenck, prez of 20th Cent., is negotiating for the purchase of that outfit of a controlling interest in the U. S. Studio Corp., which operates the studio under that name.

Complaint charging Alfred C. Read, San Oakland broker, with the theft of \$41 was signed by Claire Windsor, actress, and recent defendant in a heart-balm suit brought by Read's wife.

Ann Dvorak, screen actress, struck on the ankle by a rattlesnake while on location near Calabasas, Calif.

Norma Hill, film player, and her husband, George Derrick, will take trouble to divorce court, she says.

Fire destroyed a sound set at Metro in Culver city for an estimated load of \$3,000.

Hal Roberts, organizer of the 10th Olympic band, brings an orchestra to Rainbow Gardens, dance-sports in Los Angeles.

Dave Hutton has taken his piano away from Angelus temple in L. A.

Mona Rico, screen actress, received a divorce in San Diego, Calif., from James Croft, sportman, five minutes after complaint was filed.

Maurice Chevalier is being sued by Charles N. Miller and Jack Dyer, of the L. A. Superior court, for \$10,450 as result of an auto accident.

Penniless and charged with suspicion of burglary, Richard Nichols, ex-hubby of Linda Farrell, actress, was arrested in Hollywood.

George Alexander, 14, is seeking \$100,000 damages from Hal Roach Studios, Inc., for the theft of a diamond ring.

Aug. 4, 1932. Youth said he picked up a bomb in a field where the film company assertedly staged a battle scene some time before.

Asserting he was "fighting a man that slanders a policeman" failed to prevent Lloyd Hamilton, screen actor, from being sent to jail one day on a charge of intoxication in Hollywood.

Lawrence Tibbett, who cut his foot on a spur during a performance of "Emperor Jones" at the L. A. Shrine auditorium, was given serum to prevent lockjaw. Singer canceled his engagement.

A grand jury dropped its investigation into the traffic death of Tosta Zandi Roulien, killed by an auto driven by John Huston, actor, and son of Walter Huston, actor.

James W. D. Seymour, pic supervisor and associate producer at Fort Worth, Texas, in dedication of new southern division headquarters of the American Airways, and the opening of Arlington Downs race track.

Will Rogers spent two days in Fort Worth, Texas, in dedication of new southern division headquarters of the American Airways, and the opening of Arlington Downs race track.

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had a convention in Chicago last week. About 8% of conveners were professional; rest were amateurs. Hotels reported up due to extension of World's Fair until Nov. 13.

Parisian Life Class in the loop raided by coppers. Said Diane Joffe and others arrested with her, granted continuances until Oct. 28.

Eleanor Jones, who does a bead dance under the name of Little Zee, started last week on her dismantling of the World's Fair miniature railroad through Grant Park.

Art Institute last Sunday (15) played a record high of 20,813 people, with the total since the Fair at 1,300,000.

BALLERINA

(Continued from page 54)

at least one noted theatrical physician took a look at it and refused to accept the diagnosis. Eleanor Smith, it is said, confided to friends the dramatization was far from satisfactory to her.

When presented at the Gaiety, the advance reports were seen to have considerable basis.

Heroine is a girl who starts in a circus as assistant to a juggler and eventually becomes a famous dancer. By upstaging the play, the comedians with a beautiful ballet and period costumes, is seen in various stages of her career.

Frances Doble essays this role and the consensus of opinion is she is not equal to the demands put upon her.

A generally adequate cast and artistic production, but the fault seems to be in the ponderous adaptation.

LYSISTRATA

Budapest, Oct. 1

New version of Aristophanes' Greek comedy "Lysistrata" by Michael Nador, staged and produced by Arthur Bardot at the Budapest theatre.

In the cast: Ilona Tilkos, Ida Turay, Ilona Dajkovic, George Nagy, Endre Farkas, Edecs Szerecseny, etc.

"This naughty Greek classic has been readapted and revived so often that it seems difficult to have anything new to say about it."

The Budapest theatre production has contrived to stage a new and very effective "Lysistrata" which resembles nothing so far as comedies go.

Donna's version, nor the one played in New York last season, nor that used by Reinhardt some years ago.

Enormous has stuck pretty closely to the original, eking out the action where it seemed too scant, with portions of the plot.

Arthur Bardot, who says that the plot is now well rounded and has a personal story note which the original Greek comedy does not.

Womankind was lacking.

Nador's music has style and is catchy and pleasing. But the real author of the play is Arthur Bardot, who has done a job.

Created "Lysistrata" as he did "Lenten Comma" last year. He worked miracles of grouping, movement, lighting and color on a very stage. Adhering strictly to the original, he still managed to turn out a production that is a pleasure to the eye.

Interest on edge. The girls and the dresses are beautiful, the entire production highly artistic—and not dull for a moment.

IGERET FOELDJE

(Land of Promise)

Budapest, Oct. 1

Comedy in three acts by Ivan Zagon, at the National theatre, Sept. 22, 1933. Cast: Gisi Rejtor, Prokopa Vaszary, Theodore Uray, Julius Gal, Pethe, Matany, etc.

The sales girl at a music shop who is the heroine of the comedy is called "Churcho Mouse" and similar good little poor girls who come into fame and fortune and marry their bosses, but one has the better of the other in a novel and pleasing background, of a sense of humor and of a very amusing satirical slant.

The girls makes her luck by composing an absurd song which, by the time it is hammered into the public and becomes a world hit, hasn't retained a note of a syllable.

Far from being a music as she originally conceived them. The part which presents a song hit in the making is screamingly funny.

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Night Club Reviews

PARAMOUNT GRILL

(Continued from page 46)

floor, only the ringsiders would see it. But those in the rear opening night were not so fortunate with the rest of the show. Walter O'Keefe, who said he hadn't played a cafe since the old Barney Galliano days, seemed to forget that this is a big room, also that this is a cafe where they eat and drink and not a theatre where they sit patiently and wait for the point of a lengthy joke to arrive. A radio name now besides a theatre monologist, O'Keefe currently extends his material coverage to politics, etc. He's okay on the floor when brief, but he's not brief often enough.

Jean Sargent and Charles Carlisle, singles, both from the air, and Lea and Stuart, modernistic dance team, complete the show. Miss Sargent, one of the east's top songstresses, gives the Paramount additional name value for billing purposes, and a competent single for the show. Opening night she made the mistake of omitting the mike for her opening number, but grabbed one for the next and recovered. Previously Carlisle, who miked it all the way, was another hit.

More singing comes from the kitchen band, which has a trio of eight vocalists who don't double on instruments. Among them is a soprano who steps out on the floor during a band number for a Victor Herbert. Band leader, who miked it all the way, was another hit.

Hoffman girls, wearing tight leotards, all their numbers, don't get in the mud; one of the new ones, the only downtown nite club in not stripping. But the Paramount makes a half-way compromise by planting three muds in the background while the Hoffmans are doing their stuff on the floor.

Physically, the Paramount's grill room is the most attractive looking downtown spot. It has never been a successful venture up to now, but this time its chances are much brighter. In the Hoffman trio, who the Spitalny band it has the nucleus for a high grade floor show.

Room seats about 800. Present scale is a \$2 supper before theatre and a \$3 minimum check at night.

Bigs.

EL CHICO, N.Y.

New York, Oct. 20.

This is a remarkable room in Greenwich Village, presided over by a dilettante and a pianist who seemingly delights in putting more into his establishment than he takes out. Only an o.o. of the decor and the presentational staff, who have a monetary mental arithmetic, will substantiate the reputation of the El Chico's impresario that he makes this cafe his hobby rather than a business enterprise.

It's an authentic counterpart of a continental cafe, with everything about it designed to woo leisure and restful conversation. In and out, but so paced, including the show, as to keep a dinner party there for a couple or three hours, and not realize how much time has really transpired.

It's authentically Spanish in character. The show smacks of the McCoy Sevilla, although there is also a dash of Mexican and Cuban, but it's all in general conformity of course. The ABC Boys, named after the ABC political party in Cuba, sound like a happy trio with their rumba stuff. They dish it out fast and effectively. Don Alberto's orchestra, officiates for the general damages.

Jose Ojeda, Orlando Ricalde, Adeline Duran, personality Espagnola, Antonieta Lorea and Ernesto Fanco are the versatile and off-appearing artists who turn in a variety of variety revue. They break it up further in the evening with intermittent appearances in supplementary numbers.

Clientela is too predominantly Castilian not to suggest that everything about El Chico must be decidedly faithful, else they'd attract that type of native patronage.

Couvert \$1 and \$1.50, no selling, with a cover-chargeless club dinner at \$2 (Spanish) and \$1.50 (American).

Adel.

International Music Hall

About two months ago this spot was opened as an experiment in new type night entertainment. It was rough, unpulsed. It caused some little attention and was noticed as being a good idea-worth developing. Backers immediately closed it, and in a carpenter, painters, decorators and stagers, and here it is in bright, new clothes. Spot still has one bad fault. It's too far from the ordinary routes and a bit too difficult to get to. The show is a real talent in the troupe, and it's now well staged. Cast is headed by Boris Thomashefsky, Yiddish legit star, and Regina Zuckerman, Yiddish legit's greatest songbird.

They're both polished and capable artists. There are also Heller and Hegedus, Hungarian songs, and dance team; A. Federovna, who sings in French sans the Russian accent excepted; Kola and Dunya, unusual dance team; Kounovskaya and Lopouhin, Russian songs and dancers who with Miss Federovna were in the first 'Chauve Souris' seen in the U. S.; Florence Klug, Romanian Yiddish comedy singer; Judy Davis, American blues singer, and Mme. Queen, about whom any guess is as credible as any other. Also a seven-piece band led by a Moglioff which swings nicely from accompaniment to dancification with sufficient hotcha for most.

They all work separately and together in various combinations for pretty good results. Quite a few numbers are staged with a view to novelty, and the whole goes for a pleasant hour or two of theatre. The seven-piece band led by a Moglioff which swings nicely from accompaniment to dancification with sufficient hotcha for most.

Hall has been nicely decorated in the same round the world motif, with panels representing various countries. One end of the large room has been cut off for a neat little stage effect, with steps leading onto the dance floor for more room. There is a fifty cent admission charge which does away with converts or minimum clauses and food and drinks are pretty reasonably priced and not obligatory. It's all pretty informal, but very pleasant, and a nice change of pace from usual night affairs.

Show was staged by Milton Roberts; Harry Thomashefsky (son of Boris) is production manager; decorated by Sam Warshawsky and costumes by Mellande. Kau.

DELMONICO'S, N.Y.

A new nitty that blossoms just in time to get itself established in the town's evening and early morn club list a good chance to swing into motion.

Place is tastefully renovated and equipped with a circular bar. Seating capacity good-sized. Floor show, featuring Harry Kilby tops the average of the niteries not exacting high monetary tribute from customers. A dinner for \$1.50, three shows a night, but no convert or minimum charges.

Al Delmonico is the operator of this one. A relative of the Delmonico family operated the steak restaurant on Fifth Avenue prior to prohibition. Present Delmonico's was formerly Will Oakland's Terrace.

Val Vestoff, dancer, heads the company, which also includes two strong attractions in Jean Mona, dancer, and Sid Tonty, pianist. Latter has been around vaude for some years, heading his own act, as half of the double, Tomack and Tonty.

Flash Tomack's Impassions in Claude Wynn, Harry Richman and George Givot, latter two very good, Wynn just fair.

Miss Mona, a looker, and a plenty hot dancer, was Miss Physical Culture of 1929 in a contest put on by MacFadden, but could pass as Miss P. C. of 1933 just as well. She's second only to Vestoff as a bit here. Latter's clever and tricky dance routines should take him a distance.

Balance of the talent includes Sue Chrysler, scorching-hot blues singer; dance team of Carlo and Norma, who have several worthwhile routines, including the g-rilla novelty; and a chorus of eye-pleasers that have the benefit of smart costumes.

Pauline Tremaine, formerly at the Paramount Grill, heads the orchestra, members of which double as a trio for intimate entertainment on the floor between shows and dancing.

Leonard Harper, who put on the New Cotton Club show, staged this one for Kilby. Char.

BIRTHS

Mr. and Mrs. William Shaw, son, at the Benedict hospital, Hollywood, Oct. 9. Father is a laboratory technician at Metro.

Mr. and Mrs. Frank Scully, daughter, Oct. 21, New York hospital, N. Y.

Mr. and Mrs. Jack Cummings, daughter, Oct. 19, in Los Angeles. Father is a Metro producer and nephew of Louis Mayer.

Mr. and Mrs. John W. Considine, Jr., daughter, in Los Angeles, Oct. 22. Father is a Metro producer and son of John Considine, former head of the Sullivan-Considine circuit. Mother is a daughter of Alexander Pantangas.

Mr. and Mrs. Robert Menches, daughter, Oct. 12, in Akron, where father is manager of the Liberty theatre.

New Business

(Continued from page 41)

ber placed by World Broadcasting System, New York, and the Thompson Kuch Company, N. Y. WBT, Columbia Pictures Corporation 12 100-word announcements during October, placed by the Blow Co. New York, WBT.

B-C Remedy Co., five-minute sports review daily except Sunday for one year, placed by the Durham, North Carolina branch of the Harvey Massengale Co., Agency WBT.

Benjamin Moore & Co., renews contract for 15-minute morning programs, 13 additional broadcasts. Account handled through Radio Sales, Inc., New York, WBT.

Keeley Institute, 52 daily announcements, placed by Williamson & Sons agency, Greensboro, N. C., WBT.

Manile Lamp Co., thirteen 15-minute electrical transcriptions, once weekly, starting in November, placed through Radio Sales, Inc., Chicago, WBT.

FORT WAYNE

French Lick Place, Housewife's Hour, Tues. 7 P.M. Placed by McJunkin Agency, Chicago, WWO.

Solwayne, 9:15 a.m., Tues., Thurs. and Sat. Placed by Douglas Hall Agency of Dayton, WWO.

Patterson-Fletcher store, daily announcements, WWO.

Superior Coal Co., daily announcements, WWO.

Norwich Chemical Co., daily announcements, WWO.

CINCINNATI

Mantle Lamp Co. (Aladdin oil illuminators), renewed for 26 weeks. Smilin' Ed McConnell, one-man show, produced by W. H. W. for 15 min. and half-hour on Sunday afternoon. WLW.

American Rolling Mills Co., Middletown, O., returned to WLW for fifth season and extending to 16 other stations. In charge of publicity, takes part in programs with educational talks for public view. Series styled Armo Ironmaster and aired on W. H. W. from 10 to 10:30, starting Nov. 10.

Fitzpatrick Bros., Inc., of Chicago, makers of Kitchen Kleenzer, Friday morning from 9 to 9:15. Rhythm Jetter, Limerick contest, with kitchen items as prizes. Account placed by Airway Sales Engineer Co., Chicago, WLW.

LINCOLN

Lincoln Memorial Park. Organ and quartet, 1-1:15 p.m., Sunday. Begins Nov. 5 and runs for one year. KFAB.

Paston & Dellaheer, Butternut coffee; comedy dialog on Monday, Wednesday and Friday, 12:45-1:15. KFAB.

Corryell & Son Oil, announcements, daily except Sunday. KFAB.

Union Central Life, Rose and Drummer (CBS) 7:45-8:30 p.m. Ad placed by Bob Edmiston, local representative of company, KFAB.

Plymouth, 'Elmer - Yess' (CBS), Tues., Thurs. and Sat., 10:15-10:30 p.m. KFAB.

OMAHA, NEB.

Nash Motor Co., Begins Nov. 7 for four weeks. One-minute transcriptions daily. WOW.

Pathfinder Magazine. Month of November. Two-minute daily announcements. WOW.

Warner Tablets, patent medicine. Begins Oct. 30 for winter: 15-minute electrical transcriptions, thrice weekly. WOW.

Plough, Inc., face powder, aspirin, penetro. Began Oct. 18 for 52 weeks. One-minute transcriptions daily. WOW.

Corryell Oil, gasoline. Fifteen second breaks six times weekly for five weeks, beginning Oct. 18. WOW.

Code 90 % Set

(Continued from page 7)

ernment will wield the hammer depends upon how the business handles its own problems and difficulties.

From a perspective realized since their return home codists who battled in Washington are now of the opinion that the code means little except for those committees and the manner in which they function. Everything in the formula is directly hooked up with grievance or zoning boards and these in turn are accountable to the Code Authority.

That body is powerless to make decisions. According to an interpretation Monday (23), can only hand out recommendations to the NRA which in turn does the actual ruling. How the committees con-

Garden's Prospective \$300,000 Gross Ahead of '32; Pinto Bally Clicks

CHI INVADES N.Y.

Western only Back of After Repeal itery

Perhaps the most elaborate of new night spots that will debut on Broadway with the advent of prohibition repeal will be spotted opposite the Winter Garden, just north of 50th street. Chicago night club interests will expend \$150,000 in decorating and remodeling the place.

Location is that now occupied by a jewelry shop. Part of the store will be used for an entrance, the club to be on the second floor, with kitchen and offices on the third floor. Capacity will be 900.

Chi Auditorium, Lobby Dancing, Folies' Pattern

Chicago, Oct. 23.

Possibilities that the Auditorium, former Chicago Civic Opera spot, will go Folies Bergere shortly. Plans and negotiations now between the Auditorium management and Harry Beatty, who is associated with the Hollywood-at-the-Fair exhibit.

Figure to open on New Year's day, with the return of liquor as the big inducement. Dancing in the spacious marble floor lobby between acts. How far they will go on the strip art is being held up until the city fathers' attitude is determined.

O'Neal in Bail

William O'Neal, radio tenor, whose motor car which he was driving, struck and killed an unknown man early in the morning recently on Lafayette street, New York, was held last week under \$1,500 bail on a technical charge of manslaughter.

Case due for trial in about two weeks.

MARRIAGES

George Crawford, m.c., and Blanche Haverstock married June 23, but announcement just made.

Mary Alice Collins to Oliver Wakefield, English actor, Mt. Kisco, Oct. 19.

Louisa Canada-Gilman, former vaude soprano, to Glen Emme, non-pro, in Springfield, Ill., on Sept. 2. Will live in Fort Wayne, Ind. Mrs. Emme was formerly married to Art Gilman.

Zora Lorry to Benno Privin, in Los Angeles, Oct. 15. Bride is a model and former film laboratory technician. Groom is an artist and brother of Lucian Privin, film actor.

Mona Modini Wood to Richard Bonelli at Riverside, Cal., Oct. 18. Bonelli is a Metropolitan opera singer. Bride's second trip to altar.

Florence Lake to Jack Good, Chicago, Oct. 19. She is stage and screen player. Groom a dancer.

Frances Dee to Joel McCrea, N. Y., Oct. 27.

Polly Moran, pictures, to Martin Malone, non-pro, Las Vegas, N. M., Oct. 28.

Kathryn Ray, musical comedy, to Martin M. de Alga, Orange, N. J., Oct. 13.

Elizabeth Holm and Freddy Johnson married in Boston, Oct. 21. Groom is assistant manager Paramount, New Haven.

duct themselves, therefore, it is pointed out, will largely determine in the long run to just what extent the Government will be the dictator of filmdom.

In major circles it was conceded that the code which the President signs will probably be minus the \$10,000 penalty clause. This condition of high salaries is being taken care of in other Presidential plans, as explained in another story.

The Madison Square Garden may gross \$300,000, according to estimates based on the first week's takings, which were \$20,000 ahead of last season's initial week of cowboy competitions. Last fall's gross was \$260,000, which was profitable. Rodeo started Oct. 11 and winds up next Sunday (29), a period of 19 days.

One of the best stunts that Broadway has seen lately was witnessed last Wednesday (18) when the rodeo's top hands and cowboys mounted on pintos paraded in full regalia through Times Square led by the cowboy band.

The object was a visit to the Capitol theatre, where John L. Fogarty, who was raised in Montana ranch, was tending. A western picket line of 75 pintos was formed along the Broadway block between 50th and 51st streets, groups guarding the horses. Stunt was pulled by James F. Gillespie, who is Fogarty's manager. Newsreels passed up the scene, as did the dailies.

The rodeo, under the direction of Col. W. T. Johnson, will be staged in Boston next week. Tulsa, Okla., here, will follow and the outfit will disband.

Last season 38,000 free tickets were distributed. Of that total about 5,000 were for the press, the balance going out from the management. For the current performance the number of gratis admissions will be about two-thirds less.

There were a dozen casualties last week during the rodeo competitions at Madison Square Garden, mostly minor, but in three instances there were bone fractures. Peggy Long of Battered, Sackatoon, sustained a broken ankle. Ralph Bennett of Plains, Texas, broke a thumb. Blackie Russell of Granby, Col., has a broken shoulder blade.

Russell was injured during the steer bull-dogging heat on the opening night, but the fracture was not discovered for several days. He still remains in the event. Remarkable in light of his condition is his record in the bull-dogging competition. Russell has been in the money seven times, winning the event five times.

HIGH IN RODEO SCORE DESPITE BROKEN BONES

U.S. GETS GOLF CLUB

Rancho in Los Angeles Given for Delinquent Taxes

Hollywood, Oct. 23. Deeding the Rancho Golf club over to the U. S. government in settlement of two income tax suits against it and S. W. Strauss & Co., its owners, marks the passing of one of the best-known outdoor hangouts for picture folk. Spot is next to Hillcrest and California country clubs and across from the Fox Movietone lot and counted many film prominent among its members for the last 12 years.

Ambassador hotel was tied in on the course through its straws affiliation and hostelry guests had playing privileges.

That Broadway Midway

roadway is more completely gone midway than ever before.

A flock of sandwicheries which aren't far removed from the Max's Busy Bee type of pop-priced vittles and beer have been added in anticipation of repeal. More ornate, but the same idea of stand-against-the-bar sandwichery.

KINGS BRINGS \$8,000,000

Kings beer, quartered in Brooklyn, has changed hands. The plant and all that goes with it is reported to have been sold for \$8,000,000 in cash plus \$1,000,000 in stock which must be taken up within 14 months.

Owners said to have turned down an offer of \$6,000,000 from the White Rock people several months ago.

There were six partners in the Kings outfit.

OBITUARY

ELBERT J. GARRISON
 Elbert J. Garrison, 63, prominent Akron, O., band leader, died Oct. 16 at his home in that city following a brief illness. Coming to Akron in 1917, he had been active in directing leading bands of this district, including the 'Akron Times-Press Newsboys' band, Cuyahoga Falls band and the 'Ferry Club' band of Akron. Prior to coming to Akron he was identified with many traveling bands, including several years with the Forepaugh-Sells circus and Proctor and Kane Minstrel bands. His widow, son and daughter survive.

LEON BERG
 Leon Berg, 67, for 30 years associated with the firm of Hurtig & Seamon and for a period of 16 years manager of the Lyric theatre here, died Oct. 17 in Dayton, Ohio.

While in Dayton he was manager of the Lyric theatre, burlesque house operated by Hurtig & Seamon, but also brought the Mabel Brownell players to Dayton for several successive seasons' stock engagement. He was the composer of hundreds or more songs.

Surviving are his widow, two daughters and two sons.

RALPH E. CUMMINGS
 Ralph Emerson Cummings, 66, actor and manager, died in New York, Oct. 20. He began his stage career in San Francisco in 1888 and came east about the early '90s. He was the conductor of many stock company ventures, but at times went back to the management of others for a season. Best known for his handling of stocks in Detroit, Cleveland, Toronto and Richmond.

Interment was in Actors' Fund plot in Kenosco.

C. ANDREWS
 S. C. Andrews, manager of the Dixie theatre, at Olathe, Kansas, died Oct. 20, after a year's illness. Credited with being the discoverer of 'Buddy' Rogers, as it was he who

IN MEMORIAM
 Our Beloved Recording Secretary
LONEY HASKELL
 Jewish Theatrical Guild of America, Inc.
 Eddie Haskell, Secretary
 George Jessel, First Vice-President

brought 'Buddy' to Kansas City and entered him in a picture contest which started him to stardom. Manager of the Dixie theatre for the past 12 years, and had been in the show business for 16.

KATHLYN HILLIARD
 Kathlyn Hilliard, 37, musical comedy singer, died at a nursing home in Sussex, Eng., Oct. 7, after three weeks' illness. Deceased appeared in many comedies and musical plays. She toured Australia for the Williamson Circuit and deputized for Anny Ahlers in the title role of 'The DuBarry' at His Majesty's.

LONEY HASKELL
 Lorne Levey, 63, professionally known as Loney Haskell, secretary of the Jewish Actors' Guild since its inception, died of a cerebral hemorrhage in the offices of the Guild Oct. 20. A more extended notice appears in the Vaudeville section of this issue.

Survived by a brother and two sisters.

WILLIAM MAYO
 William Mayo, 53, active in the little theatre movement in Boston, shot himself to death at his summer home, Dunhinton, N. H., Oct. 18. He was to have gone to New York for the production of 'Under Glass'. Nervous strain and financial worries led to his act, it is assumed.

HARRY J. SWIFT
 Harry J. Swift, 26, pianist, died in Port Wayne, Ind., Oct. 19 of pneumonia. Had played with Ted Lewis, Mal Bailett, Dan Russo and was last with Austin-Wylie. Member of local 58 APM. His parents, a sister and aunt survive.

KEITH WAKEMAN
 Keith Wakeman, once a well-known leading woman with Booth, Barrett and E. S. Willard, died in Mt. Kisco, Oct. 17, following an operation. In recent years she had been seen with Robert B. Mantell and the Ben Greet Players.

HANS J. PARBS
 Hans J. Parbs, 65, member of the Chicago Symphony, killed when his auto was struck by a locomotive at Muskegon, Mich., on Oct. 14. Parbs played the double-bass viol.

Widow survives.

OSCAR DIEGLE
 Oscar Diegle, 75, known throughout the country as a professional strong man, many years in vaudeville, died at the city hospital in Marion, O., Oct. 15, of injuries resulting from an automobile accident.

MAURICE RENAUD
 Maurice Renaud, 72, operatic baritone, died in Paris Oct. 16. He sang with the Metropolitan company for seven years and also with the Hammerstein Manhattan opera company.

LOUIS KALETIS
 Louis Kaletis, 50, Waterloo, Iowa theatre owner, died in a bus station at Chicago, Ill., following a heart attack.

TOM STUART
 Tom Stuart, 51, music hall comedian and mimic, died in London, Oct. 7, of heart failure.

Wife of Don Allen, manager of the Des Moines (Ia.) theatre, died Oct. 18 after a short illness. She was employed in the Public-Paramount offices before her marriage.

Father, 57, of Sammy Siegel, with publicity staff of Hamrick theatres, died in Los Angeles, Oct. 12, of a heart attack. Funeral in Seattle.

Inside Stuff—Pictures

(Continued from page 50)
 delays the organization went to Delaware and later forced registration to operate in Pennsylvania.

Recent turndowns of percentage engagements at the Capitol, New York, by Al Jolson and Lou Holtz were attributed to disagreement over the picture end.

Jolson nixed the \$25,000 Jolson-Keeler-Whiteman offer for the Broadway picture house when Loew couldn't advise him what film would be on the show that far in advance. Holtz declined to go in the week of Oct. 27 for the same reason.

Concessionaires at the World's Fair are paying one of the highest public liability insurance rates ever.

Rates are based on a percentage of the gross and figured two and one-sixth cents out of every dollar. Public liability in this case covers a wide field, from falls downstairs to injuries received in public brawls.

Metro is shelving further production of 'Sequela' until spring. Company has been shooting wild animal and background stuff in the high Sierras for several weeks, but called it quits when bear cubs, fawns, etc., being used for sequences, grew too fast. Studio will wait for another crop of the animals.

In his discussion with Sam Goldwyn on the writing of a revue for the producer, Irving Berlin made it clear that he would not consider any proposition unless Moss Hart was included as his collaborator, the contract to specify that they would be engaged as a team and that no other writers be included.

Gene O'Brien, has resigned from Wide World, the photograph department of the New York 'Times'. He sat at the city desk for the picture department with which he was associated for 10 years. O'Brien will go to Hollywood for Warners, assigned to step-up the latter's stills department.

Release of the Gaiety, New York, by Fox, and its takeover by Stanley W. Lawton for grind film policy, will give the Times Square district its sixth non-union theatre. Biggest number in a long while. Other non-union around the Square are the Cohan, Globe, Patti, Harris and Liberty.

Studio recently fired three members of its reading department, each getting \$30 per week. It then hired four readers, new to the business, at \$22.50 each.

Quantity coverage was wanted.

Figuring that the selling factor in 'Alice in Wonderland' is sticking to the orig book, Par has turned down the original intention to insert rhymed dialog and songs into the tome.

Two pictures on Rothschild in the making. Twentieth Century reading one for George Arliss, while in Paris Pathe-Natan went into work last week on a yarn along similar lines, and possibly with a similar title.

United Artists is placing 50 prints of Spanish and French versions of 'Three Little Pigs' into circulation. Already released are 700 prints of the original English version.

For 'I'm No Angel', the N. Y. Par house staff was increased by 30, about what it was at its peak.

Los Angeles Orpheum ballyhooed a major studio preview, but pic turned out to be the feature opening the next day.

BALTIMORE

(Continued from page 8)
 and 'Meet the Baron' arousing no undue interest or critical comment on screen, best hoped for here could be \$13,500, fairish.

The New will find itself nicely financed for happy returns at \$4,000 with 'Goodbye Again'.

Estimates For This Week

Century (Loew-UA) (3,000; 25-35-40-55-65)—'Meet the Baron' (MG), and Nick Lucas on stage. Hardly more than a fair show, but will hold up well, competitor considered, and will get off to okay \$13,500. Last week 'Wild Boys of the Road' (FN) and Weaver Bros. just about got by at \$13,200, fairish.

Hippodrome (Rappaport) (2,500; 25-35-40-55-65)—'Ace of Aces' (RKO) and vaude. Milton Berle will help see this through and Dix on screen won't be any hindrance. Big bright and a sound bet to surpass \$15,000, handsome. Last week 'Ann Vickers' (RKO) and vaude danced off with sturdy \$13,800.

Keith's (Schanberger) (2,500; 25-30-40-55)—'Way to Love' (Par). 'Shoppin' zone' will test the Frenchman's draw and he'll prove a winner at \$4,500. Last week 'Saturday's Millions' (U) wobbled to nowhere for \$3,200, meagre.

Maryland (Penn-Mutual Co.) (1,700; 15-25-35-40-55-65)—'Dark this week' in an inside product with a new stage show, \$1,200. Last week 'Behind the Door' (Fox) and stage show \$800.

New (Mechanic) (1,200; 25-30-40-55)—'Goodbye Again' (WB). William and Blondie have just enough draw to overcome indifferent critical opinion and lift the one to \$4,400. Last week 'Walls of Gold' (Fox) floundered, \$2,900.

Stanley (Loew-UA) (3,450; 25-35-40-55-65)—'Footlight Parade' (WB). This town's mammoth barn, will be standard-bearer again this week; and with crick raves, plenty word-of-mouth, will no doubt do record-ing \$15,000. Last week 'Bombshell' (MG) broke on top and led all the way for very hotcha \$15,000.

Chevalier Pix on Dual Bill in Birmingham; Mae West Held Over

Birmingham, Oct. 23.
 A hold over this week in 'The No Angel' picture is being moved over from Alabama to Ritz for the second week, where another fairly good week is lined up.

Jensen changed this week from dramatic tab to musicals with picture to a slight pick up in business.

Estimates for This Week

Alabama (Wilby) (2,800; 30-35-40)—'I Loved a Woman' (FN) and 'The Way to Love' (Par) on split week, indicating that Maurice Chevalier is slipping here, \$6,000. Last week 'I'm No Angel' (Par) \$13,000 and moved to another house.

Ritz (Wilby) (1,600; 30-35-40)—'I'm No Angel' (Par) on split week. Ritz scale will get around \$3,000. Last week 'Beauty for Sale' (MG) \$1,400.

Empire (BTAC) (1,100; 25)—'Tarzan the Fearless' (Principal), Good \$2,000. Last week 'She Had to Say Yes' (U) \$1,000.

Strand (Wilby) (900; 25)—'Chan's Greatest Case' (Fox) \$1,000 maybe. Last week 'Storm at Daybreak' (MG) \$800.

Jefferson (Indie) (2,000; 15-25)—'Hypnotize Me' (MGM) and 'Made in an Inside product with a new stage show, \$1,200. Last week 'Behind the Door' (Fox) and stage show \$800.

'Aces'—Chi Fair Rev. Big \$20,000 in K.C., 'Baron' Mild \$12,000

Kansas City, Oct. 22.
 The Mainstreet is back with its now-and-then stage show policy, and this week the Midway Nights revue is giving fan dances, flirt dances, and other versions of what was shown at the Chicago Fair. Publicity sale strong on the audit angle and it looks like a profitable week for the place. 'Ace of Aces' is the picture.

'Meet the Baron' is the Midland's choice, set in Wednesday, displacing the heavily advertised 'Bombshell', which was set back two weeks. Jack Pearl has many radio followers but b.o. pace is mild.

At the Newman Mae West is still inviting them to come up sometime in 'The No Angel' but her second week and the picture is going strong. Last week was a record breaker for attendance and if there is a mortgage on the old house, this engagement will help to lift it.

Estimates for This Week

Liberty (Dubinsky) (860; 10-15-20), 'Heroes for Sale' (FN), 'Narrow Corner' (WB), split. Both first run downtown and are expected to show some strength, probably \$2,000. Last week 'Gold Diggers' (WB) and 'What Price Innocence' (Col), split.

'The Smothered in the Heavy Opposition' lucky to get \$1,800.

Mainstreet (RKO) (3,200; 25-35-50), 'Ace of Aces' (RKO) and Midway Nights revue. Stage show heavy, but expected to return close to \$20,000, big. Last week 'Mayor of Hell' (WB) never had a chance with the 'Bowery' and 'No Angel' opposition, bias \$5,500.

Midland (Loew) (4,000; 25), 'Meet the Baron' (MG). Jack Pearl has many radio fans but lukewarm notices and pace, \$12,000, fair. Last week 'Bowery' (UA) held strong until the final flicker for a big \$23,000.

Newman (Par) (1,800; 25-40), 'I'm No Angel' (Par) (2d week). Box-office cyclone and managers expects to count somewhere around \$10,000, big. Last week, with seven and eight shows daily, the house established a new attendance record, and took \$22,000, huge.

Uptown (Fox) (2,040; 25-40), 'Saturday's Millions' (U). Right down the line with football fans, and should hit around \$4,000, good. Last week 'Power and the Glory' (Fox) a poor \$2,000.

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Guinan Is Best in Seattle; 'Keyhole' Only So-So \$3,000

Seattle, Oct. 23.
 Tex Guinan and her gang, including two fan dancers, are setting the pace this week, Roxy, with the pic 'Ladies Must Love' (U) fitting in, but not earning much the draw.

Town is getting two nudist pictures this week, the Rex (Hamrick) having 'Elysia' (Ind) and the kale, Embassy (Joe Ganz) returns 'Back Street' (MGM) after two big weeks at this spot and playing everywhere since then. Billing for both is racy. Rex lobby takes on the big make-up, with rustic scenes and trees, and stills of folks dressed only with a breeze. Men through lobby all the time. Patrons mostly male.

Blue Bowery is great guns for Blue Mouse, holding couple weeks longer. Music Box stepping out with 'Broadway Thru Keyhole', where Tex Guinan gets advertising play.

Estimates for This Week

Fifth Avenue (Evergreen) (2,400; 25-40)—'Too Much Harmony' (Par) with Crosby, Oakie and tuncfulness getting top billing, \$4,000. Last week 'The Last Days of Pompeii' (MG) got women especially, \$7,300, okay.

Roxy (J-VH) (2,300; 35-50)—'Ladies Must Love' (U) with Tex Guinan and her gang, a picture of exploitation, anticipated \$15,000 is very big here. Last week, 'Saturday's Millions' (Fox) oke, eight days, \$5,600; started big then tapered.

Paramount (Evergreen) (3,100; 25-40)—'Berkley Square' (Fox) building, in for nine days, some improvement, but still slow, expected \$4,500. Last week, 'The Solitaire Man' (MGM) mealy \$1,600, for four days, when yanked.

Orpheum (Oldknow) (2,700; 25-40)—'Three Corned Moon' (Par) and vaude, this time naming acts in the ads. New change date moved up to Fridays, expected to touch \$9,000, okay. Last week, 'Bureau of Missing Persons' (FN) six days, with 10 acts vaude, big \$11,000.

Metropolitan (Indie) (1,480; 20-30-40)—'Three Corned Moon' (U), living music and prologue, comely seats and class appeal, inaugurates new policy at this famous legit spot, newly dressed up, Jan Klepura getting big billing, expected around \$4,500. Last week, 'Dinner at Eight' (MGM) held eight days, \$6,700, good enough. Scaled from \$110.

Music Box (Hamrick) (900; 25-40)—'Broadway Through a Keyhole' (UA), playing up the sock on Winchell's chin in the advertising, and a sweet story and it tells all on way to \$3,000, so-so. Last week, 'Ann Vickers' (RKO), good \$4,000.

Blue Mouse (Hamrick) (950; 25-40)—'The Bowery' (U)—second week, looks good \$3,000. Last week, same film, great \$7,500.

Liberty (J-VH) (1,900; 10-25)—'The Wrecker' (Col); 'The Constant Woman' (Loew) (4,000; 25), \$4,000. Last week, 'Curtain at Eight' (Maj); 'The Lone Bandit' (Mas) dual, okay \$4,200.

Natusum (Evergreen) (1,800; 15-25)—'Tugboat Annie' (MGM) started slowly even in this tugboat town, after two big weeks at Fifth avenue and one at Egyptian (Evergreen) (nab). Anticipated \$4,000. Last week, 'College Humor' (Par); 'Mary Stevens, M.D.' (FN) dual, good, \$4,300. Customers at this house seem to be in the dual habit, even 'Tugboat' not changing 'em, but anyhow the three former weeks got the milk.

Rex (Hamrick) (1,400; 25-35)—'Elysia' (Ind) ballyed as 'the one and only attraction', with added shot, 'You'll see what you expect to see—and not be disappointed.' Modest film around \$4,000, not bad.

Information Wanted

concerning whereabouts: Augustus Barratt, formerly of England. Communicate A. M. Heath & Company, Ltd., 188 Broadway, London, W. 1.

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64 PAGES

HOLLYWOOD BACK TO B'WAY

Curse of a Sour Hillbilly Note, Pappy Slaps So Son Thumbs West

Pittsburgh, Oct. 30. Zeke Mannis, radio hillbilly of the WMCA, New York, trio of Pappy, Ezra and Zeke, who disappeared from the station after a broadcast the night of Oct. 11, was picked up here last week by Pittsburgh police and lodged in a jail as a vagrant. When his identity was established, WMCA officials were notified, and Arthur Gordon, of the Federal Broadcasting Corp., made a flying trip to Pittsburgh and took Mannis back to New York by air.

According to Zeke's story, he got angry when Pappy, of the act, slapped him for striking a sour note on the guitar during a commercial broadcast. Mannis didn't even wait to finish the program. He slipped out of the studio during the subsequent sales talk by the announcer and started to hitch-hike to Arkansas.

When police found him wandering about the highways outside of the city limits, Zeke was dressed in typical hillbilly fashion, with high boots and calico shirt, and was penniless.

Mannis refused to help the local authorities with the identification, mumbling incoherently to all of their questions, but a police captain had a hunch. Act formerly filed itself as Beverly Hill Billies.

Theme of New Broadway Play Said to Parallel Real Feud in Antarctic

Back of the presentation of 'The World Waits' is an inside story of a newspaperman's hunk after saving up a three-year-old grudge, how opened in New York last Wednesday (25), Frank Merlino the presenter. The play is probably based on Admiral Richard E. Byrd's first South Pole expedition.

Authorship is solely credited in the billing to George F. Hummel but that is reputed to be not entirely correct. Russell Owen, the New York 'Times' special correspondent with the Byrd expedition, is supposed to have 'suggested' the play, and it is declared that Owen collaborated in the play-writing. It is further reported that the 'Times' ordered Owen to omit his name in the billing because of a tie between the explorer and the daily. Owen filed stories from the South Pole that were syndicated by the 'Times.'

Hummel has authored several books but 'World Waits' is his first play try. Although New York newspapermen generally seem to know about the feeling between the explorer and the reporter, just what their quarrel was is indefinite. Byrd is at present on his way to the South Pole again.

Insurance

Bob Murphy proposes to induce Lloyd's to insure his two children against theft by Milton Berle.

RUSSIA OKAYS U. S. FILM S. A.

Russian office in New York has orders from Moscow to start looking over American films more thoroughly with a view to purchasing pictures for Russia. Understood orders are to forget all about previous scruples as to sex problems and other artifices of Hollywood films, and to ship over films that the masses might like regardless of any other consideration.

Russia has been buying films in the U. S. market for several years, with an intent of finding films which would allegedly benefit Communist minds, either artistically or politically. No more elevation now is the order, just plain entertainment.

Move may be a first step in new tendencies developed with the American recognition of Soviet Russia, but in Russia circles it's explained that the answer lies in the realms of a new psychology. Supposedly the Russe dictators have decided that constant pummeling of propaganda in film and theatre is not the boon it was first thought to be.

About six months ago it was announced by Russian filmers that they would start working immediately on building up stars for their own pictures. That was the first concession, with the current move an outgrowth of that.

15,000-Seater Rumored For Rome; Outdoing Roxy

Paris, Oct. 30.

French film trade is all agog over the report that the Italian Government will erect and subsidize a huge cinema in Rome, seating 15,000, largest in the world, with plans for grand opera, symphony orchestra, etc., to augment films. Sort of out-Roxying the Radio City Music Hall, New York, with the added thought of a spacious amphitheatre for mass attendances, semi-political addresses and the like.

Concurrent with and as a result of the Italian cinematic idea, a French group of promoters locally are talking about erecting a similar theatre on the Boulevard des Italiens (Paris' midtown), but so far that's only talk.

FILMERS TREK EAST TO LEGITS

80 Coast Players Back on Speaking Stage—Some Interchangeable and Alternating Between Screen and Stage

EXPECT 100

Legit producers have blamed nearly everything on Hollywood, charging that all the good actors were snared away from Broadway by film lures. But the fact is that approximately 80 players who were regarded as committed to the coast are back on Broadway.

Among the east-blown players there are a dozen standout performances in the current successes by players from Hollywood. At least a fairly good proportion were trained out there before the camera rather than the stage. It's a reversal of form with the coast supplying talent for Broadway. Attached is a list of players who may be classified as being from L. A. to N. Y. Most of this group have appeared during the past 13 months in coast engagements. It is just as likely that some if not most of the same people will be listed as N. Y. to L. A., but that doesn't mean they will remain west indefinitely.

The list is elastic, and the number of actors and actresses reclaimed from the coast will probably reach or exceed the century mark before the end of the season. It is known that some of the more alert legit managers have taken the tip from the picture people by

(Continued on page 53)

N.Y. 'Cowboys' Wait

Anyone who gets sufficiently chummy en route with a New York taxi driver finds out surprising things. That runs all the way from the facts of life to having your ears pinned back verbally. Few have ever accused a Manhattan cab driver to his face of being dull and survived. But first comes business. Always business. After that, you're on your own. The taximen's economic theories now include the observation that many former regular fares are once more using their own cars, with or without chauffeur, and a big percentage of the remainder are taking the subway. A bit contradictory but maybe General Johnson can figure it out. Invariably the business portion of these over-the-shoulder conversations conclude, 'What's to become, I don't know.'

Analyzing Insull's Spending Orgy, Chicago Opera Set on 1934 Basis

Jimmy Walker's Idea

Jimmy Walker last week refused to do a short wave broadcast from France for CBS with the New York City coming elections as his subject. Approach was made by the network's European rep. Mayor remarked that he was too much out of touch with the situation to make his comment worthwhile, and he added it will be by walking down the Main Street; not a detour!

HIPPODROMING BRIDGE STARS

ridge, the playing of which at home and in clubs is rated by theatres as important opposition, will shortly come into the open as an opposit theatrical project with four of the country's ranking contract experts going out as a road show for one-nite to full week stands at \$1.10.

David Burnstine, Michael T. Gottlieb, Oswald Jacoby and Howard Schenken comprise the foursome which will double, redouble and get vulnerable for the buck-a-copy and fences in auditoriums. They open Nov. 6 at the Arena, New Haven, for a one-nite stand and follow it up with other dates for polishing up purposes, prior to coming into New York for a run at Madison Square Garden. The Garden is holding an open date in January for the bridge troupe.

The show is being promoted and staged by Dave Beehler, former RKO division manager, theatre operator and agent. He's making a show out of the bridge games with a device invented by John Kligman through which the audience sees the playing duplicated on a large board and hears the bidding and squawking over a loud speaker. The gimmick is called Bridge-o-Scope. It uses cards six feet high to show how the boys at the table are doing.

In each town the Beehler foursome will meet all comers drummed up by local elimination contests in advance. As a bridge hound is the only thing of its kind, they expect lots of competition.

Burnstine and Jacoby were two of the original 'Four Horsemen' of the bridge biz who cleaned up in all national tournaments. Schenken became one of the foursome later on when a fourth hand was needed. Gottlieb is also hot stuff in contract bridge circles. All four boys are widely known no trumppers through their writing, lecturing and professional debating.

Beehler will travel ahead, be in and along with the show.

Chicago, Oct. 30. Chicago will have an opera season, in the new Civic Opera House, beginning Dec. 26. It'll be one of class and splendor and will use some of the world's leading artists. Herbert Johnson, who has been trying to promote opera here, will have no connection with the new organization which will be known as Chicago Opera Co. George Woodruff, president of several banks, heads the new company. He has with him a group of business men who have subscribed the necessary money. One is a hairpin manufacturer who figures it's good publicity. An unusual angle to the Chicago Opera Co. is the way the syndicate started. They began by calling in auditors, who went over the Civic Opera books when it was in the hands of Samuel Insull.

They discovered scenery for 'Carmen', given once, cost \$150,000. They also discovered many singers were given \$4,000 and often \$3,000 for singing one role. Further check revealed the Civic Opera was run on the most lavish scale ever conceived. Money in the old days about the Civic Opera building, which incidentally has been dark for the past two years, flowed like water. It won't (Continued on page 63)

Hip Flask Toting's In the Blood; Have To Re-educate 'Em

It's no secret that almost every spot in New York is selling liquor wide open. Odd part is that the selling hasn't increased the gross much.

Explanation by cafe men is that just as it took two years to educate the stepper-outers to tote a hip flask, it is going to take long enough to teach 'em to stay away from bringing their own bottle.

Having picked up on bootleg booze and bootleg prices, they'll still want to bring their own and buy the gingerale rather than pay a fancier price per drink in the establishments they patronize, says the cafe contingent.

American Ad Man in Paris on Booze Biz

Paris, Oct. 30.

Roy Durstine of the American advertising agency, Batten, Barton, Durstine & Osborn, is here lining up some liquor accounts.

French champagnes are regarded locally as the most likely to click with that American patronage not supporting the advocated native American whisky blends, and the radio will be the principal propaganda means for exploitation in the States.

Freelance Stars, Off Contract, Increase Their Value, Some as High as 450% Over Former Dough

Hollywood, Oct. 30. Contract stars who feel that they are the ultra-ultima of the picture received quite a shock in the past two weeks, with several compatriots deserting their ranks to free lance, which at present is figured much better in several ways than being tied in the contract field.

Toppers who have gone free lance are Constance Bennett, Ann Harding, Elissa Landi, Gene Raymond, Wynne Gibson and Edmund Lowe. Gary Cooper is leaving Paramount Dec. 31, and Fredric March are two others planning to free lance.

In the case of Harding and Bennett, they are both working between Radio and 20th Century on three picture deals. Miss Landi is at Columbia for so many pictures and can do outside work between jobs. Gene Raymond has three to do for Col. and possibly two for Jesse Lasky. Lowe also is on contract for three at Columbia. Miss Gibson has three to do for Radio, one for Fox and two at Universal.

Only 450%

In this particular branch of the free lance field, where players land a number of pictures at one studio, in each case they have bettered their previous contract salaries, some by as high as 450%.

When Miss Gibson left Paramount, she was receiving \$1,000 weekly. On her new deals, she is receiving \$14,000 a picture on a three-week basis or \$5,500 weekly. Although her year is not filled up with six pictures, she will receive \$95,000. At Paramount, under contract for 40 weeks, she would have received \$40,000.

Lowe, under contract, was getting \$2,500 weekly. On his single picture deals he is getting a flat \$25,000 per picture. In three pils, he'll receive an amount equal to his yearly salary under contract.

March is receiving a reported \$55,000 per picture for two pictures, "Death Takes a Holiday" and "Anthony and Cleopatra" at Paramount.

Cooper, despite producers' agreements, has been offered \$75,000 each for two pictures as soon as he leaves Paramount.

New deal for the free lancers is looked on with favor by the players, who can pick their spots, which is a considerable advantage over the contract system under which they had to take what was thrown them.

Agents naturally favor the free lancing of names because it boosts their share and gives the player a chance to make pictures on different programs, increasing their individual drawing power and subsequently their salaries.

Names getting the big money obviously must be hot, that's the reason for so many now under contract straining at their leash in an effort to get out of their present obligations.

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Wheel!

Hollywood, Oct. 30. Here's a publicity department hollering too much space. Orders from Paramount's h.o. to the studio is to lay off sending out blurbs on Mae West. Claim the popularizer of curves is getting too much space in papers and the public might tire.

Studios Anxious

For Prof. Baker to O. O. Their Wares

Hollywood, Oct. 30.

With the arrival of Dr. Baker, professor of history and technique of drama at Yale university, and Mrs. Baker Thursday (26) on the Santa Cecilia, all studios waved their scouts out to confab with the professor.

All are trying to persuade him to give the critical eye to their pils on a year 'round basis.

COSMO MUSICALIZING DAVIES' 'OPERATOR 13'

Hollywood, Oct. 30.

Cosmopolitan will musicalize 'Operator 13,' Robert W. Chambers' novel, when it is made as a Marion Davies feature in February, giving it a treatment similar to 'Showboat.' Lawrence Tibbett and Paul Robeson will be in the cast.

Currently the L. A. 'Examiner' is running the yarn serially. This makes the fourth time that the Hearst interests have bought 'Operator 13.' Originally, Ray Long purchased it from Chambers, then sold it to 'Cosmopolitan' magazine. A serialization in the 'N. Y. Journal' followed, then the 'Examiner' continued rights and the picture privileges.

Metro wants Gary Cooper for lead opposite Marion Davies in 'Operator 13.'

Cooper was freed when Paramount declared 'Lives of Bengal Lancers' off.

Legits Going West

A flock of stage people are on the taps for film work. Among them are Helen Menken, immediately following her Theatre Guild play, 'Mary, Queen of Scots'; Hal Skelly, 'Blanche Ring, Com Witherspoon, Norma Terris, Stella Mayhew, Helen Morgan.

These have been variously tested, including Misses Morgan and Terris for their original roles in 'Show Boat,' which Universal has now postponed in order that Frank Borzage first 'Little Man, What Now!'

Calif. Political Solon Studio Set Carpenter

Hollywood, Oct. 30.

There's a member of the California general assembly working in the mechanical department at Warners-First National studio.

The legislator, a carpenter by trade, and a Republican, had received all sorts of whimsies from certain studio mouthpieces of the same political adherence for a job. He tried to have them make good but there was nothing left.

He then went to the Democratic Burbank lot and received a job as a set carpenter.

Eilers' Peace with Fox

Hollywood, Oct. 30.

Sally Eilers and Fox have ended their squabble and the actress will continue at the studio.

'Difficulties' arose when she refused to go into 'Jimmy and Sally.' Fox took her out of 'Heir to Hoorah' and replaced with Mary Brian.



WILL MAHONEY

The Los Angeles 'Herald Express' said: "Will Mahoney is a smash hit. The audience cheered him. His falls, his comedy and famous xylophone dance brought many of the audience to their feet to shout bravo."

All Communications Direct to WILL MAHONEY, 54 Malibu Beach Pacific Palisades, Calif.

PAR INTENT ON NEW TALENT TESTING

In further expansion of its eastern testing department Paramount has added Walter Hart, director, to the New York testing staff which already has Eddie Blatt and Oscar Serlin. Serlin will do most of the talent hunting and contacting. Hart will take the prospects in hand for a week or two for coaching purposes with no tests made until he's satisfied they're ready to face a camera, and Blatt will finish by doing the actual shooting.

Elaborateness of the scheme is explained by Paramount's belief that too much talent is allowed to slip through its fingers under any other system that doesn't give prospective actors a complete chance. Bad tests are blamed by Par for Katherine Hepburn, Margaret Sullivan, Bert Veltan, Donald Wood, William Gargan, Judith Anderson and several others having been passed up by the company.

Among other new reforms instituted by Par in this direction, the tests, when ready for developing, are sent to Epps-Landis Island plant for developing, whereas in the past they had been roughly shot through the newswall plant in Manhattan. Theory here is that quick newsreel methods are unfair to talent, not allowing for full coverage of possibilities.

Wilhelm Thiele Views Musicals As the Third Cinematic Dimension

Music must be the third dimension in films until such time, if ever, as true-dimensional pictures are practicable. That is the theory of Wilhelm Thiele, German director of musicals, now in New York for the first time.

Thiele directed the first German talker, 'Weissparadies,' with Lillian Harvey and Willy Fritsch. He also was responsible for 'Private Secretary' and 'Three in a Gasoline Station,' all German musicals. For the past year he's been out of Germany, having left his country before the Nazi debacle, which he foresaw some months before it began dismembering the German film industry.

In New York he will start next week on filming of a picture starring Jeritza, operatic star, then to Hollywood.

Thiele, in explaining his theories on picture making, points out that sound and sight alone don't sufficiently create film realism. These two, however, he thinks, when wedded to music, help considerably. By music, he says, he does not necessarily mean song and dance, but some sound outside of speech to interpret the film's rhythm and mood. There has been much experi-

(Continued on page 62)

Aline MacMahon, on Threshold Of Stardom, Mulls It Pro and Con

Just a Rowdy

Hollywood, Oct.

While Charles H. Rogers and his staff were looking at tests for the sole male in 'Light Girls in a Boat,' the voice and figure of an extremely fastidiously juve was flashed on.

Someone in the projection room piped up: 'Say, what's this picture going to be 'Eight or nine girls in a boat'?' From 'Daily Variety,' Hollywood.

Chi Fair's 'Hollywood'

On Road with Oil Co.

Coin and Mary Astor

Chicago, Oct.

'Hollywood - the Fair,' with Mary Astor as star, will begin a road tour in December. The attraction will play auditoriums and will feature the making-of-pictures-children's screen tests and the 'Brown Derby' cafe. No peep shows or fan dancers that kept the show, while a major concession at the Worlds Fair, in the newspaper columns, are to be included on the road.

The show will head south and southwest. A crew of billers, who will circus the country, will aid. Admission prices, in all spots, will be 25c. At present the company is having 12 styles of paper designed.

The Phillips Oil Co. is also reported tied in on the venture. Their part is the purchase of several thousands of tickets at each stand, which, it is understood, will be distributed by the oil concern.

U. Stahl Settle

Hollywood, Oct. 30.

Universal and John M. Stahl have settled their argument over the two pictures remaining on Stahl's contract from last season.

Agreement provides that the director will complete the duo within the next 40 weeks.

Tough on Hollywood

Pittsburgh, Oct. 30.

Hollywood had better prepare for a double dose of ribbing this winter, for Luke Barnett, father of Vince Barnett, and who taught the screen comedian all of his tricks, is plotting a trip to the Coast where he will spend a few months with his son.

While in Hollywood, the elder Barnett also hopes to pick up some picture work. It'll be his first visit to the film capital.

By CECILIA AGER

Should an actress offered screen stardom grat it jumping up and down with joy, or should she think it over carefully, weighing the advantages of stardom with its disadvantages, and then accept it with poise and decorum—the point being that she accepts it anyway? Aline MacMahon reacts in the latter manner. It has dignity and besides it puts the imminent stardom on a more appropriate, competent and sedate foundation.

Miss MacMahon is, your impulsive girls, a problem, toys with its pros and cons, and thus arrives at her decision—inevitable though her arrival at this particular decision is—with tidy number of reasons which make good conversation for interviews.

"One can only go along a certain time," she says first, "then it's stardom—or nothing." Miss MacMahon does not believe an acting career can remain static. Either you're good enough for more important things, or you don't belong in the picture. Apprenticeship first, to establish yourself and win if you can, following to study and learn and compare; if you do these well, enlarging your audience the while, thereafter stardom is only logical.

Stardom in itself is a hollow thing, remember, unless it's deserved. Just as it can't be created artificially, it cannot be maintained artificially either. Announcing a first starring picture is an empty gesture—unless it is a starring picture, unless the material in it bears out the pronouncement.

And this brings Miss MacMahon to, her second point in favor of stardom. It takes authority to get good material; stardom usually accrues that authority. A star is allowed part control over her destiny. She's granted, in varying degrees—according to the astuteness of her contract—the power of veto. She starts out as a star, and lasts as a star, according to the interest of her pictures; as a star she has the authority to hold out for increased material. By the time she's up for stardom, and because

(Continued on page 62)

Frank Lloyd Thru with Fox, Ogles All Offers

Hollywood, Oct. 30.

Washed up at Fox on the completion of 'Hoopia,' Frank Lloyd is listening to the studio's long past overtures.

'Director also favors picking his spots rather than working on a term covenant and may possibly go to England for one pils.

HECHT'S FOX SWITCH

Hollywood, Oct. 30.

Harold Hecht, instead of going to Universal to direct dance numbers for 'I Like It That Way,' switches to Fox to work on Buddy De Sylva's 'Bottoms Up.'

Garnett, Radio Confab

Hollywood, Oct. 30.

Tay Garnett and Radio are talking a directing deal. Studio wants him for 'Salvage,' a yarn he wrote at Pathe and later acquired by Radio in the merger.

SAILINGS

Nov. 15 (San Francisco to Sydney), David Loew, Arthur Loew, William Douglass, Jack McCurdy (Mariposa).

Nov. 4 (Panama to Sydney) Sir Benjamin Fuller (Rangitane).

Nov. 3 (London to Australia), Fred Miller (Strathaird).

Nov. 1 (Paris to New York), Jose Hurbi, Arthur Jean Dalrymple (Champlain).

Oct. 28 (London to Australia), Madge Aubrey, Billy Milton (Oronsay).

Oct. 28 (New York to Gibraltar), Constance Collier (Conte di Savola).

Oct. 27 (London to South Africa), Barrett Leonard (Windor Castle).

Oct. 25 (London to New York), Stanley Scott, Ernest Milton (The De France).

Oct. 25 (New York to London) J. J. Vincent (Washington).

Par After Mady

Paramount is bidding for Mady Christians, German actress, currently in a legit play in New York, 'The Divine Druggist.'

Miss Christians, a German film star, was born in Brooklyn and speaks English. She starred in German films for several years, but has done nothing for about a year since leaving Ufa on the opening of the Nazi thing, which she politically opposed.

Glorifying Lola Montez

Hollywood, Oct. 30.

Metro added another bustle to the pic cycle, 'Heavenly Sinner,' for Lola Crawford.

Story by 'Everett' Hays is 'Life of Lola Montez,' California actress of the 80's, now running in the Hearst papers.

QUICKIE SPLIT

Hollywood, Oct. 30.

Alleging incompatibility, Doris Kenyon took initial steps to divorce Arthur Hopkins in local court. They were married in New York June 14 of this year.

What Goes on Behind the Screen to Effect Authentic Costume Detail

Hollywood.

Few people remain who can correctly describe the type of clothing worn by a New York policeman during the civil war, but there are countless numbers who do know that the wine steward on Cunard lines wears an elaborate chain around his neck on which is suspended a medallion. For this reason, research in motion pictures applies more to the present than it does to the past.

Largest research department in Hollywood is not at any of the studios, but at the Western Costume Co., which services most of the studios in research.

Department is headed by David S. Preston, one time newspaper editor, who sits at a desk getting current information from all parts of the world; the information is stored away in 8,000 volumes for use of producers who have technical problems to solve.

Suva's Mail

In this department is a complete description of practically every uniformed man, military and civil, in the world. Panama's fire department, Suva's mail carriers are represented in the collection. Tahiti's policemen, Sydney's street cleaners, Pennsylvania's state troopers, New York's Niagara Falls special police are all cataloged.

Captains, officers, deck officers, seamen, stewards, bellboys, almost the entire uniformed personnel of the Cunard, French Line, Hamburg-American, Canadian Pacific, Dollar Line, Nippon Yusen Kaisha, in fact, practically every known steamship company, including the Staten Island Ferry Co., are photographed for future reference.

Now the Porters

Uniformed men of the various railroads are also in the gallery. No telling when a B. & O. porter will be needed and it wouldn't do to dress him in a Southern Pacific uniform.

In addition to the photographic record, rules and regulations covering the conduct of the people while on duty is also on file and when possible samples of the cloth used in their uniforms.

Information in this research department is not confined to those of uniforms. Customs of the various countries, court procedure, samples of building material used in far away places, samples of the style of sign painting and sundry other bits of information that some time will come in handy are all kept.

Sentimental Medals

Department has some 4,000 medals ready for use. They represent the decorations of every country in the world. They include polite decorations given to notable people in various countries which have no recognized value other than sentiment.

While Western's main business is the rental of costumes, the research department is a necessity to keep the company straight in the reproduction of costumes. It grew to such proportions that studios began to use it for everything in connection with authentic production of pictures.

Co-operation of those asked for information has been remarkable. Paris police when requested for a description of the uniforms of the body could only supply black and white photographs. Realizing that the description would be useless for color pictures, they made a complete set of colored drawings to supplement the photos.

Photo Coppers

Cunard Line had every officer and sailor photographed with a complete description of uniforms and duties. Melbourne supplied information similar to that in the form of an addition sent a photograph of the entire police department in review.

Panama went a little better, realizing that the Central American customs were queer in some respects, the city fathers sent Western, which had only requested photographs of uniformed city employees, pictures of native weddings, funerals, celebrations, parades and exterior of Kelly's Ritz bar and an interior with the floor show girls and band in costume.

Shanghai was a problem. Both Chinese and English customs were necessary. The police department

Ambish

Hollywood.

As weight-reducer and health gag, Tom Bally, Par publicity chief, is spending his vacay by riding a bicycle to San Francisco. Bally, accompanied by Raymond Haight, former corporation commissioner, started from Bakersfield, after motoring that far.

Wives motoring ahead with plenty of charity-horse medicines.

AGENTS' ASSN' FEARS GROWTH OF GUILDS

Hollywood, Oct. 30.

Facing an ultimatum from the Screen Writers' Guild, pointing out that they must immediately become the representative agents' organization, the Artists Managers' Association is out to recruit additional members from the large group of 10 percenters still outside the fold.

With three new members inducted into the organization, the roster total mounted to 19. Many of the outsiders came to listen and argue, but without signifying any intention of going AMA. Unless the group can double its present membership immediately with rep agencies, the SWG will call off its 'close shop' agent pact with the AMA. AMA leaders declared that in the event the SWG might go off on another angle and set up agent regulations for writers that would jeopardize the 10 percenters.

Standpat leaders of the AMA pointed out the seriousness of a disorganized group of agents at this time, especially in view of the formation of various film guilds. Latter, it was stated, unless extended the hand of co-operation by the agents at inception, might attempt to force drastic cuts in agent commissions below the 10% figure for their members.

Control of agents by any one or all of the guilds along similar lines to Equity's franchising method is also feared.

Phil Berg was particularly concerned over possibilities of one or all of the guilds making a drive against the 10% agency commissions and declared it would be easy for any artist group to demand and get reductions to seven and one-half, five, and even two and one-half per cent from the agents, who would be forced to meet the demands or go out of business.

The agent also declared that the producers feel the AMA was a strong and powerful organization, but if they ever figure the agent group is weak and unorganized, the studios will tighten up fast on the 10 percenters.

In anticipation of probable action by any one of the guilds toward agent control, Berg claimed he could swing half of his clients to cast their guild votes against such measures, and it was up to the other agents to have the votes of their own clients under such control.

'Lancer' Off Again

Hollywood, Oct. 30.

'Lives of a Bengal Lancer,' Paramount's big bad wolf, is in the air again, with an excessive production cost getting the blame this time.

Pic was sked to go in two weeks, but a budget of \$1,000,000 worried the studio sufficiently to have it called off temporarily. Pic has been up six times in last two years.

gave full co-operation pointing out the various lines drawn in the metropolis of the Far East.

However, despite all the facilities offered by research, picture companies still make mistakes. A soldier of the Spanish-American War may still appear on the screen being decorated with a medal struck off to celebrate the St. Louis World's Fair.

Jr. Screen Actors' Guild To Take In the Extras

Hollywood, Oct. 30.

Screen Actors' Guild has opened its arms to the extras by the creation of a Junior Screen Actors' Guild.

Extras and present Class C members will form the new branch, which will have its own officers and a rep on the board of directors of the parent when the membership of the neophytes reaches 1,000.

Stage and Films Find Hemingway Hard to Get

Madrid, Oct. 18.

Jean Dailymple, New York p. a., who's passing a couple of months in Spain, is after Ernest Hemingway to write a play for Broadway production. Jean, who would be the producer, claims to have the backers for such a proposition, but the bull-fight expert so far hasn't said yes or no.

Lester Ziffren brought them together. Hemingway says Laurence Schwab visited him at Key West last year and offered him a healthy advance for a play but he didn't bite.

Doubtful if Miss Dailymple will snare him because he's heading for Africa soon to do some big-game hunting.

Then Doug Fairbanks came to town and Ziff brought him and Tom Geraghty together with Hemingway. Fairbanks told Hemingway that he would take anything the latter could offer for a picture and he would produce it even if he didn't appear in it.

Those Feudin' Fanners

Hollywood, Oct. 30.

To keep faith with a fan magazine which had all the details of the wedding, Ernie Lupu Veles admitted she was married Oct. 3 to Johnny Weissmuller at Los Vegas, Nev. Holding back of and denial of wedding has created quite a feud between Louella Parsons, Hearst syndicate writer, and Ruth Gary, who wrote the magazine article. Parsons' feeling she had right to inside and first printing on all marriages, births and anticipation announcements.

Judith Wood Set at 20th

Hollywood, Oct. 30.

Judith Wood, contracted by 20th Century for 'Miss Lonely Hearts' and 'Trouble Shooter,' has been handed a seven year pact. She will come out for the two pictures following close of 'Dinner at Eight' in Chicago Saturday.

Formerly was under contract to Par, but dropped when her nose went awry after an auto accident. Plastic surgery fixed it.

Gone 10%ers

Hollywood, Oct. 30.

Ray Crockett, manager of the UA in Long Beach, has quit to go into the agency field.

Affiliated with Joyce-Selznick, replacing Noel Guernsey, to handle the RKO lot exclusively.

Gene Johnston, song writer, and Wes Woodford have turned agents. Affiliated with the Howard-Seiler office.

HARDING-GABLE 'BIOGRAPHY'

Hollywood, Oct. 30.

Irving Thalberg is negotiating with Ann Harding for the lead in 'Biography' opposite Clark Gable.

'Free, White' at Radio

Hollywood, Oct. 30.

'Free, White and 21' is on the sked again at Radio, but with no cast set.

Adele Rogers Hyland story was bought originally for Constance Bennett and then got the shelf treatment.

'Hero' for Barthelmess

Hollywood, Oct. 30.

Richard Barthelmess' next starring pic for Warners will be 'Modern Hero' from Louis Bromfield's novel.

Warners bought property from Fox.

Cowan Lashes Creative Talent For Racketeering Pic Problems; Urges Own Wash Tub for Linen

New Bicycling

Hollywood, Oct.

Bicycling films has new meaning.

Rushing 'Alice in Wonderland' for Christmas showing Par is filming on as many as four sets a day.

Norman McLeod, director, uses a bicycle to get him there faster.

MAJORS VEER OFF BIOG YARNS

Hollywood, Oct.

Major companies are doing a quick freeze-up on biographical yarns of modern people and the word is out among the writers that producers have no further interest in such material.

Only chance of a scribbler getting consideration on a biog drama is to have story far enough removed from any well-known characters, that the latter could not be spotted by the local fraternity with a telescope.

Most of the majors have released, or have in preparation, stories based on the adventures of prominent persons who have hit the front pages and the public eye in recent years.

Freeze-up on any further yarns of that type is due to fear of legal departments that characters must be so thinly veiled in the picture to take advantage of the historical drama, that someone is liable to win a damage suit in six figures on charges of defamation of character.

Warners have ice-boxed 'Kingfish,' since Huey Long gave the company a runaround on approving the story. Only way picture could be made out of the script with Long's ideas incorporated, would be a semi-newsreel glorifying the rise of Long, which Warners would not okay for production.

Threatened damage suits hang over every major on any biog yarn that is considered for production. Only way to avoid the legal threat is to go back into history far enough that all characters and their descendants have been dead so long that there would be no chance of an injunction or damage suit cropping up.

Berlin Mulls MG Bid

Hollywood, Oct. 30.

Irving Berlin, before sailing east last week via the Canal, turned down all picture offers with exception of deciding to consider on the spot a proposition of joining Metro to be associated with Irving Thalberg in making of musical pictures.

Thalberg is not interested in Goldwyn's proposition for Berlin to do the songs for 'Wizard of Oz.'

Triplicated

Hollywood, Oct. 30.

Radio has acquired screen rights to 'His Majesty Bunker Bean,' and will spot Wheeler-Woolsey in the picture.

Story has been made twice before. Par used it in 1918, and Warners did it in 1925. Radio's will be the first sounder.

Billie Burke Sued

Los Angeles, Oct. 30.

Hotel duces assertedly contracted at the Savoy Plaza in N. Y. in the amount of \$1,250 confront Billie Burke in a suit filed in the L. A. Municipal court.

Action brought by Irving Trust Co., as trustee in bankruptcy for the hotel.

Hollywood's creative picture talent was put on the pan and accused of trying to make the industry a 'cheap racket' in the report of Lester Cowan, 'exec secretary of the Academy of Motion Picture Arts and Sciences, on his code activities in Washington to the board of governors and branch executive chairmen tonight (Mon).

He told the academy officials that the NRA code will not be a set of hard and fast rules and will not be the 'big bad wolf' as so many in the industry feared. He pleaded for a fair trial for the code.

The secretary is swinging the lash at the creative talent in Hollywood, urged the artists to stop parading their problems in public; to stop rehearsing the past and to forget petty differences and get down to the business of making good pictures.

'Without good pictures,' Cowan said, 'it makes little difference whether the industry is governed by an NRA code or an office boy.'

In his recommendations to the talent he suggested:

1. Code suggested a fair trial.

2. Whatever the objections to the code are there is a method of procedure to follow and objections should be based on facts, not presented in the manner of head-line hunting.

Use Private Laundry

Hollywood should stop parading its problems before the public and making itself ridiculous. If the industry has any dirty linen it should be washed in the industry's private laundry.

4. Hollywood should put its house in order and co-ordinate its organization and activities and prove it is capable of running its own business otherwise eastern executives will continue to dominate the industry.

5. Hollywood should stop rehearsing the past and leave the skeletons in the closet. Tattling in a childish procedure. The whole NRA was set up because the industry has a black past.

6. Hollywood should stop being so self-centered. High salaried people should think a little more of the other fellow who isn't working. High salaried talent who threaten a rebellion to get another \$1,000 salary a week should think of those men and women who will be thrown out of work by that rebellion.

7. Hollywood should forget its petty differences and its people should bury their private axes, but not in each others' necks.

8. The industry who should strike should remember that a strike is the weapon of the oppressed, to be used only as a last resort. Administration and the American people are out of sympathy with strikes and one who strikes at the thought of the reaction to a strike on the part of persons drawing high salaries.

\$100,000 Suit

Hollywood, Oct. 30.

Marjorie White, known in pictures as Marjorie Gay, has filed a suit for \$100,000 against Harry Joe Brown, alleging breach of promise. Suit is an aftermath of Brown's recent marriage to Sally Eilers.

Fox Buys 'Disillusioned'

Hollywood, Oct. 30.

Fox has bought 'Disillusioned,' an orig by William Anthony McGuire.

William Conselman is doing the adaptation. Sol Wurtzel producing.

Littlefield Subs Kibbee

Hollywood, Oct.

Lucien Littlefield the top spot in 'Mandalay,' originally set for Guy Kibbee.

Kibbee is finishing the picture out of reach by telephone.

Lawrence Grant Off M-G

Hollywood, Oct. 30.

Lawrence Grant is off Metro's contract list after a year and a half to celebrate his release, claiming he wasn't getting proper parts.

Walker Up Again in Par Reorg. Due by Xmas; Leake and Richardson May Also Stay On, Zukor at Helm

Downtown influences are again at work to put Frank Walker into an executive post at Paramount upon that company's reorganization. The way things are moving such a reorganization plan may be had by Christmas.

Walker's present duties in Washington as executive secretary of the National Recovery Council, makes him practically an assistant to the President.

Walker, if coming into Par, would be a top man from an operating standpoint. None of the Par berths as occupied are deemed permanent with the exception of Adolph Zukor.

Ralph Kohn's job as theatre chief is an emergency one.

Downtown's Own Ideas

The home office crowd may have figured out positions for certain people, but the financial men who will have much to say about the reorganization, along with the Par trustees, have their own ideas.

In the same way the home office management crowd figure S. A. Lynch for an independent theatre position, but the bankers figure otherwise and it is not unseemly to conjecture that he will occupy an important berth in the final say-so of things, if for no other reason than that he has reorganized Public theatres. Additionally he is a large creditor of P-E.

While Zukor will remain, his authority may continue to be limited. Downtown efforts are also reported to persuade certain of the trustees to remain with the company after reorganization. The financial people have a high regard for Eugene Leake and Charles E. Richardson; also Charles D. Hilles, although it is figured Hilles won't consider a berth with the company. Leake particularly looks to be considered for a high position. It is figured that by the close of this month, Film Securities, holding company of the Fox-Loew stock bundle, will have been washed up. That would leave Leake without conflicting film interests if he accedes to banker wishes.

That Richardson will be sought to stick is a long past conclusion. He came to Par through a successful affiliation with Fox Film, where he was mostly responsible for the company's early reorganization period, before Sid Kent was invited in to take the helm.

Hopkins-Dowling-ERPI's Sextet of Indies for Par

'Great Adventure', the Arthur Hopkins picture, becomes 'It's a Wise Wife' for Par release.

Par also has committed itself to take on five additional pictures under Eddie Dowling-ERPI financing to be made at the Astoria studio by Hopkins.

M.A. Spreads in Midwest

Chicago, Oct. 30.

Pat Garlyn, v.p. and gen. mgr. of Master Arts, setting up additional offices through the Midwest. Charles Trampe of Midwest Films has been appointed Master Arts rep in Milwaukee.

Clyde Elliott, former operator of the Variety theatre in Evanston, joins John Mednikow's local office to cover Indiana.

In and Out

Archie Mayo, Warner director, back to Hollywood 'tomorrow' (Tuesday) after an eastern vacash, also hastened east by the illness of his father.

Arthur Laudau, of the Eddie Small agency, also returns this week.

Sam Rabin, Columbia studio exec, got in hurriedly early this week for New York confabs.

Principal Takes 'Parade'

Hollywood, Oct. 30.

Principal Pictures will distrib. J. Stuart Blackton's 'Film-Parade' for the 11 western states.

Deal is on straight percentage, with no advances by Principal, except print costs.

Ludwig's Trailers

Hollywood, Oct. 30.

Turning plugger, Emil Ludwig will make trailers in Italian, German, French and English for his 'Napoleon,' which 'Warner' will make.

Doing it gratis.

Loew Bidding in Minority Block Of Poli Bonds

Hartford, Conn., Oct. 30.

The Loew-Nathanson combination, it has been revealed, is seeking to acquire a portion of the 24% bond interest held by a minority in the Fox-New England Corporation. S. Z. Poli himself controls 76%.

The first mortgage bonds the Loew-Nathanson group is attempting to secure have been valued at \$3,600,000, and were purchased at auction a few weeks ago for \$650,000 by a reorganization committee. This block represents 24% of the issue. Poli holds the balance.

Representatives of several theatre corporations have approached Poli with propositions to buy his interests and take over operation of the theatres. In the event of such a transfer Poli, it is said, will remain in an executive capacity.

Louis Sagal, managing director, stated that negotiations are under way but refused to disclose identities of the parties involved. He pointed out that no sale can be made until legal technicalities relative to the auction held a week ago are completed in the Federal Court next week. Meanwhile plans are being made to form a new corporation to take over operation to be known as the Poli-New England. It is expected that Sagal will remain as executive director, a position he has held for the past several months.

Meanwhile 'all-theatres-in-the-chain' have received notices to remove any connection with the Fox name and marquees and signs and advertising have been followed through in this plan to make Poli's name again known throughout New England.

Indies Enjoying Some Breaks, Thru Financing by Lab, Service Co.'s

Hollywood, Oct. 30.

Competition among film equipment companies for new business is likely to make money matters for independent producers easier than they have been for a long time.

Big companies in the equipment and service field realize they must put up a certain amount of capital or effort in order to sell their materials to producers. By helping to underwrite the indie producer financially, they in return, are acquiring him for a customer.

Electrical Research Products, Inc., although more or less forced into picture financing because of holding the bag on credit, is now preparing to finance films both in New York and Hollywood. They are likely to be followed by RCA, which is considering the additional business that can be attracted thereby.

Some of the minor sound equipment companies are also preparing to put up money for small independents who will use their facilities sufficiently.

The Labs

Same situation is taking place in the lab field. Consolidated, angel for many indies and some majors, has been setting the pace for years. Now the Roy Davidge lab, hitherto confining itself to processing of

CODE IS 'OR ELSE'

Formal Ignaturing But a Routine Matter

Washington, Oct. 30.

Reports that approximately 90% of the film industry has signified satisfaction with the revised code are further substantiated with disclosure that nearly 5,000 exhibitors have placed their signatures on the document now in Administrator Johnson's hands or pledged to sign as soon as the document finishes its tortuous journey to the White House.

With the Hays organization pretty well-pleased, virtually all major producers and distributors have accepted the compromise code and a substantial proportion of the exhibition branch of the industry has subscribed. The only significant element still fighting the compact is the insurgent faction headed by Allied States Association and embracing a number of independent producers and distributors.

Through President Ed Kuykendall, 4,000 members of the M.P.T.O.A. have acquiesced and promised to abide by the agreement, while other large blocs reported content are the independents of Southern California, numbering nearly 300, and M.P.T.O. outfits in Eastern Missouri, Southern Illinois, Arkansas, Mississippi, and Tennessee embracing another 400 exhibitors.

HOLLYWD 100% GUILD MINDED

Hollywood, Oct. 30.

Since the NRA eagle flew over the pic biz everybody has become Guild-conscious with every branch of the industry out to form guilds for their crafts.

Writers, actors, directors, cameramen, extras are all Guild-minded and are forming mutual protective associations. Meantime, assistant directors and press agents also are talking of forming combos and all are hoping that the NRA in some way will see their organization through.

Though the Hollywood guilds are formed for the protection of their members, few of the members know the origin of a 'guild,' fewer still know that a guild, according to recognized lexicographers, is a parasitic.

First-guilds, organized in England in 1666, were religious groups which met to pray for the dead. They remained as such until 1400 when they branched out to include biz people. Its first group of merchants were the combined London livery stable owners.

films for indies, is laying plans to build a new outfit and also finance eligible producers.

T. Cosman, distributor in Hollywood for Geyvaert raw stock, has also turned angel. He is backing several small outfits who are using his film. Same goes for Simeon Aller, of Smith and Aller, Dupont distrib. Aller is also putting up the shekels in a small way.

Harold C. Hopper, head of Cinema Mercantile, has drawn the Mayfair program into bankrolling. He also expects to expand his backing to other companies.

There are many other equipment and supply firms who are being led into the financing game in a small way. Proof of this is in the number of minor producers who have sprung into existence in Hollywood in the last few months.

This new kind of angel is very careful of where he puts his money and is not as likely to be fooled as an outsider who wants to take a fling at the picture business. The new angel protects himself also against a large loss by holding the negative in his name as security.

Should the service companies really start fighting for business, it would be a great day for the shoestringer.

Reisman to Foreign Sales Only RKO Change Unexpected; J. R. McDonough Confirms Thompson; Blumberg, Et Al.

Familiarity

Hollywood, Oct. 30.

Jimmy Dunn, who has just finished 'Jimmy and Sally' at Fox, may do some personals in the middle west before returning for another picture. Steering clear of any dates in Los Angeles. Claims city is too tough and that a picture name doesn't mean anything to the home folks.

RKO is now reported ready to proceed with the operation of its theatres, having completed the wide reorganization of its executive personnel from the top down. Excepting as to the transfer of Phil Reisman from the theatre and to Radio Pictures, where he'll be general foreign sales manager, previous reports as to the nature of the new setup were confirmed during the week by J. R. McDonough, now president of KAO and the various RKO theatre companies.

But for some anticipated minor changes, the reformation of the RKO setup is finally settled after two months of reworking, commencing with the entrance of several new faces into the picture from the outside and climaxing with the departure of Harold B. Franklin, Duro of the theatre, and a top RKO theatre exec, except M. H. Aylesworth, had not been either changed or affected in one way or another by the changes.

With McDonough's announcement of the new appointments went the news that the policy of the RKO company is to make all promotions whenever possible from existing personnel, this being verified by the appointments announced. McDonough comes from the affiliated RCA-Victor company. Major Leslie R. Thompson, KAO president, in charge of theatre operations, returns to RKO after a year's absence spent at Trans-Lux. Nate Blumberg, next in line to Thompson as general manager of theatres, is from within the ranks. Al Reoch, real estate head and in charge of the theatre's maintenance, also hails from RCA.

Mebbe Foreign Prod.

Accompanying the announcement of Reisman's new post was the statement that it 'does not affect Ambrose S. Dowling, who is now in South America on important business.' Dowling has been generally presumed to be foreign sales manager. Reisman takes over the foreign sales immediately, and from accounts, will also take charge of Radio foreign production should any be contemplated.

Others on the picture end remain as is, including Jules Levy who continues as general domestic sales manager. Both Levy and Reisman are under N. E. Depinet, Radio v.p., according to the announcement.

Robert Hall, who is being replaced this week by W. B. English in charge of personnel, is the latest to go of the staff brought in by Franklin during his 20-month regime. Hall's recent weeks came from the accounting department. J. J. Franklin, with a Division Manager title but managing only one house, the Albee, Brooklyn, is also out.

Of the Franklin appointees, Reisman and Bob Slak, publicity head, are the only ones of importance remaining. In recent weeks those among the Franklin appointees to go, besides Hall and J. J. Franklin, were Arthur Benline, Louis Cohen, Herschel Stuart, Terry Turner and Bernie Hines.

No replacement is as yet contemplated for Chicago, with Blumberg likely to continue the west in the general operation of theatres for the time being, at least. Blumberg family, which removed to Chicago only three weeks ago, packs up and returns to New York this week.

In discussion and announcement of all the changes taking and about to take place, no mention has been made of Walter Brown. He came in from Irving Trust Co. as 'co-ordinator' several months ago.

Nafka Aids Butcher

Hollywood, Oct. 30.

George Nafka gets in from New York Nov. 6 to become assistant to production manager, Edward W. Butcher at Fox-Westwood. Formerly studio manager ERPI, Long Island.

DONAHUE-COE'S PAR FLOOR

Donahue & Coe, advertising agency, handling the Loew and United Artists accounts among others, has leased the entire 21st floor of the Paramount building for a term of years.

LEGAL STALLS HOLD UP P. E. SETTLEMENT

Although the plan for settlement of creditors' claims against Public Enterprises was definitely figured more than a month ago, it still looks like it will not be announced officially for maybe two weeks more. The delay so far as known is on the lawyer end.

The lawyers have found a technical reason for delay, and although the plan for settlement hasn't changed, so far as observation goes, and still figures for 30c on the dollar or 60% in stock, it's still held from public notice.

MANNY COHEN BACK WEST

Emanuel Cohen expects to get away for the Coast by the end of this week.

He has been at the home office on his first trip in a long while for conferences on production and distribution.

L. A. to N. Y.

A. C. Martin.
B. G. de Sylva.
David Butler.
Sid Silvers.
Merian C. Cooper.
Al Rickett.

Bebe Daniels.
Arthur Johnston.
Hardie Albright.
Allen Jenkins.
Paul Lukas.
Al Rosen.

Marvin Kline.
Peter Freuchen.
H. N. Harlow.
P. Tennyson Jesse.
Joe Cornblith.
Harpo Marx.

Oscar Levant.
Harry Jans.
Emil Ludwig.
Herman Zohbel.
William Clark.
Sam Briskin.
Elsie Janis.

Irving Berlin.

N. Y. to L. A.

Arthur Landau.
Archie Mayo.
Jack McCurdy.

H'WOOD'S 8-HOUR DEMAND

Deal for Roxy's Return to 7th Ave., Report Includes Lubin and Hoyt

S. L. Rothafel is reported associated with some of those who are angling for operating control of the old Roxy. Herbert Lubin and Richard Hoyt, head of the security alliance of Hayden, Stone, downtown banking house, are the focal figures in the plan. Competitive offers which are on the fire may prevent Lubin and Hoyt from stepping into the old Roxy situation and thereby preclude Roxy himself from coming in also.

Some friction between Roxy and his superiors at Radio City for some months, although mostly under control. It has been said to do mostly with policy and operating costs. The most recent angle concerned discussions on Roxy's weekly wage limit.

Roxy's Demands

Roxy is reported having asked for a contract with a salary base of \$1,000 weekly plus a percentage of the Music Hall gross. A counter offer of \$500 weekly plus percentage not exceeding 5% after the house net is likewise reported.

In addition to Lubin-Hoyt-Roxy combination, Joe Plunkett is mentioned among others as after control of the old Roxy, which Harry Arthur is presently operating under Receiver Howard S. Cullman.

Under the Cullman-Arthur combination, the old Roxy is said to have built up a financial reserve of \$100,000 or more. The house has been taken out of the red and its net weekly profit has run up to as much as \$6,500 weekly in recent months.

Reputed Terms

Rothafel asks that the bondholders of the old Roxy pay him \$1,000 weekly and certain stock, valued at around \$250,000, to resume operating control of the Seventh avenue house. Additionally, Lubin, who seems to have engineered the promotion of Rothafel's possible return to the old Roxy, also asks for stock interest plus \$1,000 weekly.

The stock interest mentioned is to come from a new issue of something like 100,000 shares at a fixed unit value of \$10 per share.

Under such a plan the security affiliate of Hayden Stone, which is stated to be committed to Lubin's plan, would put up something like \$300,000 to re-finance the old Roxy. This money would list as a first mortgage on the property at a fixed interest rate. The present bondholder claims against the theatre would be then.

The present Music Hall average weekly overhead runs anywhere from \$69,000 to \$77,000.

Cooper to N. Y. for RKO Confabs, Then to Studio

Hollywood, Oct. 30.

Merian C. Cooper has called off his projected recuperative trip to Honolulu. Instead he will head for New York for confabs with Radio picture's heads on that end.

He will return to take charge of the studio here.

2½ Million Rent Claim

One of the largest of the claims against Public Enterprises which counsel for latter's trustees will contest, that of the Georgia Realty Corp., Atlanta, for \$2,533,250, is scheduled to come up for argument Thursday (2) before Referee Henry K. Davis, in New York. Originally slated for hearing Friday afternoon (27). Postponement was in anticipation of a final stipulation from Atlanta of representatives of the landlord corp.

Georgia Realty's large claim is on Keith's Georgia Atlanta under a lease which does not expire until 1972. It will be fought by PE in an effort to disclaim future rent as provable under bankruptcy.

Just Plump

Hollywood, Oct. 30.

Paramount hopped on the promoters when publicity announced a Mae West 'fat women's contest.'

Studio objected strenuously to the intimation La West is 'beefy.'—From 'Daily Variety,' Hollywood.

SAM GOLDWYN LEAVES ACAD

Hollywood, Oct. 30.

With the resignation Sam Goldwyn, producer ranks of the Academy of Motion Picture Arts and Sciences are split wide open.

Goldwyn submitted his resignation in a letter in which he gave no reason for his action. His letter of withdrawal simply stated he was quitting and enclosed check for outstanding dues.

Acad reported he was suspended Oct. 1 for non-payment of dues.

Producer is the first of the employer branch to quit since the desertions which started with writers and followed through with actors.

Significance is attached to the panning that the employee units have given the Acad as a producer-controlled body.

So far the Goldwyn walk is a solo and is not connected with any tendency of other producers to follow suit. Although Joseph M. Schenck resigned with Goldwyn from the Producers' Association, the latter stated Tuesday (24) he has no intention at this time of quitting the Acad.

Lester Cowan, exec sec of the Acad, tried to deprecate the flow of resignations from the actors' branch stating that so far only 53 players have quit, still leaving a total membership in the Acad of 900.

SID KENT'S G-B BOARD BERTH, FOREIGN O. O.

Sid Kent, Fox proxy, while abroad will probably be elected to the board of Gaumont-British, part of the provisions made by him when strengthening out the Fox-G-B \$8,000,000 snarl some months ago.

In Paris he will inspect the Fox production activities and look at the first three or four Fox pictures made in that city. Then to Berlin to look over the Hitler thing at first hand, returning to New York about Dec. 7.

Radio's Script Shortage

Hollywood, Oct. 30.

With little story buying at Radio since Merian C. Cooper was taken ill, studio finds itself in a spot for yarns for Francis Lederer and Ann Harding following their current assignments.

Story for Lenore Ulric also wanted. Stories desired before Cooper leaves for New York vacash so that he may oke them.

J. T. Cosman Hurt

Hollywood, Oct. 30.

J. T. Cosman, Hollywood distributor of Gevaert, was injured Thursday (26) in an auto accident en route to a flying field to board a plane for N. Y.

Gus Barth, with him, was uninjured.

VARIOUS FILM GUILDS' IDEAS

Actors Want Less Work—
Writers, Less Scripts—
Directors with Similar
Thoughts

STUDIOS' SLANT

Hollywood, Oct. 30.

Actors, writing a code for their guild, are planning to demand an eight-hour day—seven hours on the set or on location with half an hour to get to a studio and half an hour to get home again—Sundays off.

Writers, preparing constitutional bulwarks for their guild, are planning to demand a limitation on the number of scripts they'll do each year, with the thought in mind of cutting the present quota about half.

Directors, slowly but surely arriving at the guild idea, are planning an eight-hour day of their own.

When the actors and the writers get their desires in proper shape a concerted front will be presented to studios. Not only will there be an insistence that all contracts signed by guild members contain the eight-hour clause and the script limitation—there also will be an immediate demand that regardless of contracts now existing the eight-hour clause and the script limitation must go into effect at once.

Should actors and writers succumb.

(Continued on page 57)

Film Code in Effect by Mid-Nov. The Code Authority Without Power To Meddle with Salaries, Bonuses

2 Stars, 1 an Actor

Hollywood, Oct. 30.

Producer planning series of westerns, intends co-starring two men in the features.

'One of the men,' the producer said, 'will do the cowboy stuff while the other good actor.'

THALBERG WILL BE OWN BOSS

Hollywood.

All set with his own unit without supervision, Irving Thalberg is ready to begin production of eight pix for Metro. He will be privileged to make his piz either on or off the Culver City lot.

Thalberg will have his own staff of directors and writers to handle his productions and material. Pix to be released on the 1933-34 program.

A. C. Martin at Hearing

Hollywood, Oct. 30.

A. C. Martin, head of Paramount's studio accounting department, is in New York.

Wanted for bankruptcy hearing.

Warner on Goldwyn

Goldwyn Issues Own Statement on His and Schenck's Resignations

Holdout of Joseph M. Schenck and Sam Goldwyn against the code has begun to stir in broadsides from other producers. Jack L. Warner, in New York on a short visit, was the first to start it, charging that perhaps Schenck and Goldwyn were taking advantage of the publicity they're getting.

Warner, saying he was amused at the statements of Schenck and Goldwyn concerning salaries of people in the picture business, charges that they were made either for the sake of publicity or represented slight knowledge as to what the NRA is trying to accomplish.

Warner points out that since June 24 WB has produced 26 pictures and is preparing 20 more, while Goldwyn hasn't yet finally completed a single picture in that period.

Hollywood, Oct. 30.

Sam Goldwyn is burned at Jack Warner's attack on him following the Schenck announcement of his and Schenck's resignations from the Producers' Association. Goldwyn spent at day Monday preparing a statement to answer what he calls Warner's unwarranted attack on him charging Goldwyn with 'looking for publicity.'

Goldwyn statement will read that he made no announcements at the time his resignation was submitted, as he believed the resignation was on patriotic issues involved in the code, and he did not want any publicity whatsoever; that even though he said nothing, Warner made various charges which he felt were unwarranted.

BERKELEY'S DANCE JOB

Hollywood, Oct. 30.

Busby Berkeley will stage the dances in Warner's 'Wonderbar' which Lloyd Bacon directs.

COPPER CRY

Kansas Censorship Tiff Between U and Par

Universal couldn't understand why Kansas should treat its 'Love, Honor and Oh, Baby' so harshly and let Mae West by. Sales manager J. R. Granger is understood to have cited the West picture in connection with a case designed to test out Kansas cutters.

According to word in New York, the Kansas attorney general has met threats of this kind with a terse go-ahead-and-see.

Mae West hasn't been held up in a single state. The industry paters observe that she is making all of the country's fat women happy and that mothers want to see her more than the men even though some of them may deem it wiser to leave little Johnny at home.

Mrs. Morosco Bankrupt

Hollywood, Oct. 30.

Helén Mitchell, Ltd. (Mrs. Oliver Morosco) has been declared bankrupt by Federal Judge Harry A. Hollzer.

Reynold E. Dilght was named receiver to protect claims of petitioners, totaling \$12,307, against attachment proceedings by Warren Mittels in New York, where the picture 'Follies,' produced by Mrs. Morosco, is held.

RKO Financial O. O.

Hollywood, Oct. 30.

Herman Zohbel and William Clark, RKO treasurer, and his assistant, are returning east after perusing the studio financial figures.

Washington.

The film industry will be operating under its shiny new NRA code by Nov. 15, when the code authority powerful code authority shorn of power to meddle with salaries and bonuses.

This was the outlook here today with the third version of the frequently revised document in the hands of Administrator Hugh S. Johnson and scheduled to reach President Roosevelt by the end of the week.

Supported by his raft of consumer, industrial, labor, and legal advisors, Deputy Administrator Sol Rosenblatt turned the code agreement over to his chief Friday (27) and hopped the rattler for Atlanta, dodging questions of curious reporters and passing the buck on the salary flare-up along to his superiors.

Draft submitted to Johnson, the code agreement of various consultants and Rosenblatt's report, was substantially the same as the last revision issued by the Deputy Administrator a fortnight ago. Few changes in either phraseology or effect have been made during the final days of Rosenblatt's work putting finishing touches on the far-reaching compact.

Deletion of the salary clause either by Johnson or President Roosevelt is reported the logical result of the fuss stirred up by the effort to outlaw unreasonably excessive compensation in all branches of the industry and particularly in Hollywood. Best guesses are that Johnson will leave the troublesome clause alone but insist in his report that it be chopped by Roosevelt. The President has been urged to leave the question to Congress this winter. His efforts will be made to legislate fabulous salaries and bonuses out of existence in all lines of business.

Pres. Johnson Mum

Neither Roosevelt nor Johnson is willing to speculate on the outcome of the fight which has turned Hollywood into a battleground. The NRA chief is from Missouri and, despite opinions from legal sharps that the salary clause is in harmony with the law, doubts the wisdom of taking such a precedent-setting step. Johnson has only committed himself that he has not seen the provision which was responsible for the White House being flooded with angry telegrams.

Granting that the film compact is 'the most complex code I've got,' Johnson indicated most of his criticisms have been removed by Rosenblatt's varied revisions and that only the salary provision will give particular concern.

'It's been before me several times and I wasn't satisfied with some provisions and I sent it back,' the Chief remarked. 'There have been all kinds of representations made and various delegations have come down here. They say they want one thing one day and another thing the next.'

The three NRA advisory units gave the code approval in Oct. For criticism of which there was no discussion of the various heated controversies which featured perfecting of the document. All paid tribute to Rosenblatt's manner of handling such a hot potato, the labor report particularly commending his handling of the code.

While the text of the opinions from consumer, labor, and industrial advisors was made public, the legal report—described as approving the code in its entirety—has been withheld by the NRA. Reasons for this inconsistency are not known since no one will discuss the matter.

Whether Chief Counsel Donald R. Ritchberg has passed on the salary provision is uncertain. Johnson says that he has received 'several' opinions but will not specify their authors. Ritchberg said early in the

(Continued on page 49)

Gains of All Last Week Cancelled In One Hour of Moderate Selling; Loew Below 20 on Minor Dealings

One sell yesterday (Mon.) wiped out all the gains in stocks of last week and the close found the averages about where they were at the close of trading Monday, Oct. 23.

Over-night news was- ment that the Administration would go immediately into the foreign market to buy gold. Prices opened as much as three points higher in

They flattened out start and trading Total to 2 o'clock amounted to about 750,000 shares. Last hour accounted for about as much as the other four, volume being on the downside.

Because prices would not respond to the new inflationary tonic professional began to sell in the last hour, touching off stops as the retreat became general and gained in momentum. A feeble recovery was under way at the close, but many leading stocks closed at the low of the day.

Loew's continued to react to outside influences, displaying no initiative of its own. It hung within narrow range most of the day and then

Yesterday's Prices

Sales	High	Low	Last	Net
100 Am. Seat.	21 1/2	21	21 1/2	-1
100 Col. Pict.	21 1/2	21	21 1/2	-1
100 Con. F. P.	21 1/2	21	21 1/2	-1
100 East. K.	21 1/2	21	21 1/2	-1
2,800 Fox	15 1/2	15	15 1/2	-2 1/2
3,400 Loew's	22 1/2	22	22 1/2	-2 1/2
150 Par. Pict.	22 1/2	22	22 1/2	-2 1/2
100 Pathe	14 1/2	14	14 1/2	-1 1/2
100 Pathe A.	14 1/2	14	14 1/2	-1 1/2
28,000 RCA	14 1/2	14	14 1/2	-1 1/2
8,800 W. B.	22 1/2	22	22 1/2	-2 1/2

BONDS	High	Low	Last	Net
\$1,000 Gen. Thr.	4 1/4	4 1/4	4 1/4	+ 1/4
10,000 Par. Bond	20 1/2	20 1/2	20 1/2	+ 1/4
20,000 W. B.	22 1/2	22 1/2	22 1/2	+ 1/4

CURB	High	Low	Last	Net
700 Tech. coal	10 1/4	10 1/4	10 1/4	- 1/4
600 Par. Pub.	1 1/4	1 1/4	1 1/4	- 1/4

gave way under the pressure of the last hour. Low was 2 1/2 and close 2 1/2, net off 1/4 on the session. Turnover amounted to 3,400 shares.

Warner Bros. showed good resistance to pressure, dealings being orderly on the setback and the stock ending the day at 6 1/2, off 1/4. Fox was well taken also, finishing at 15, unchanged from Saturday. Technicolor dropped below 10 for a loss of nearly a full point.

Prices of two classes of stocks that are watched by the film trade, department stores and tobaccos, did poorly. American Tobacco hit a new low on the movement to 7 1/2, off 1/4, and Macy's, leader of the city merchandisers, sank 3/4 to 4 1/4, another autumn bottom. Dealings in both cases were on a considerable scale.

There was nothing in the picture to explain the setback. Wheat was

(Continued on page 23)

Par's Play or Pay Move Against B'klyn Para

Paramount is demanding enforcement of the pay or play clause in this week's sheiving of Par's 'Golden Harvest' for UA's 'Emperor Jones' by the Paramount, Brooklyn.

Under Mort Shea's operating deal with the Paramount receivers, the Brooklyn house is allegedly obligated to play all Par pictures without shelving any before it is entitled to buy from the outside. This week Shea decided to stuff 'Harvest' when finding 'Jones' available.

Paramount, Brooklyn, plays day-and-date with the New York Par when the latter doesn't hold a film beyond the length of the Brooklyn run.

Johnson Rehearses 'Bar'

Hollywood, Oct. 30.

Al Johnson is rehearsing 'Wonder Bar' a week before sending it before the cameras at WB. Earl Baldwin just completed the script.

LIGHTMAN TRI-STATE PREZ

Other Officers Elected for MPTO of Ark., Mo. and Tenn.

Memphis, M. A. Lightman again elected president of Motion Picture Theatre Owners' of Arkansas, Mississippi and Tennessee. Lightman was chosen over two other nominees, R. X. Williams, of Oxford, Miss., and O. C. Hubert, of Jackson, Tenn. Successor to Ed S. Kuykendall, of Columbus, Miss., who resigned the tri-state presidency last spring when elected president of Motion Picture Theatre Owners' of America, the national organization.

Other officers, O. W. McCutcheon, of Blytheville, Mo., for Arkansas; R. X. Williams, of Oxford, Mo., for Mississippi; and W. J. Ruffin, of Covington, Mo., for Tennessee, and Mrs. Alma Walton, of Memphis, secretary-treasurer, succeeding W. S. McCord, of Little Rock.

MORAL MACHINERY TO STAND UNDER CODE

The present Hays, moral machinery headed by Dr. James R. Wingate is expected to be continued under the Government code. There are two marked changes, however. The first of these is that Dr. Wingate, under such a set-up would have to have the approval of the Code Authority. This would mean his decisions on picture morals are backed by the NRA. There would be little chance for run-outs from rulings, or winking and slighthings, with such Governmental protection, it is claimed. That is revealed as one of the main hitches in the Haysian morals mill.

The second is that all producers would come under Dr. Wingate's eye and have to share his \$25,000 a year salary, as well as other expenses, in maintaining the machine. Indie makers this will now have to meet their apportionment of an expense, heretofore wholly defrayed by Hays members, and they may be compelled to submit their scripts and pictures to the industry's own censor.

CALIF. EXHIBS MEET

San Francisco, Oct. 30. J. W. Di Santo of Liberty, Sacramento, and regional v. p. of the Theatre Owners of Northern California, announces the next confab for Nov. 7 at the Senator Hotel, Sacramento.

F&M and Fox West Coast Settle Differences; New 10-Yr. Deal

Fanchon & Marco and Fox West Coast Theatres are agreed on a new 10-year exclusive-stage show and talent booking arrangement. Charles Skouras, trustee of F-W-C, and Marco, who had been either departed for the coast some days ago. Mostly a matter of applying the deal to conditions and situations.

Under the newly agreed affiliation, F. & M. gets set to revitalize the talent and stage show fields of the West. F-W-C may be operating somewhere between 400 and 500 theatres presently, which in the aggregate may open up once again anywhere from 10 to 30 weeks of new time to vaude and stage-show talent this coming season. By the middle of November, F. & M. including those weeks it presently holds in the east, as New York, Brooklyn, St. Louis and Philadelphia, should have 12 full weeks of playing time.

Los Angeles, Denver and Salt Lake, besides San Francisco, are ready on the F. & M. route through company operated theatre affiliations.

Most instrumental in effecting the combination of the F-W-C and Fanchon & Marco once again, has

Behind the Set

Hollywood, Oct. 30. Mike Loew's million picture extra, wandered on to William A. Wellman's 'Trouble Shooters' set Saturday (28) afternoon to even up an alleged grievance he had with the director. He had a pal with him.

Wellman, who is a veteran war aviator, physically trusted up, due to crashes, but gave a good account of himself when Lally and his aide were tossed off a United Artists stage, with Wellman advising and directing the aftermath. Lally and his friend were badly battered. Seeing that Wellman did not get the worst of it were Spencer Tracy, Jack Oakie and Dolph Zimmer, assistant to the director.

Official Chinese Statement Pans U.S. Standards in Pix

A bitter denunciation of American films, especially those dealing with crime, has been sent to all companies by the Chinese National Educational Film Association. The official Chinese film body. Yi-seng Kiang, motion picture representative of the Chinese Legation in Washington, forwarded copies of the letter to all the producers and distributors in this country.

"Undoubtedly, among the imported films," the letter says, "there are some which have wholesome influence on our people. Most of them, however, are bad and have done great harm to the life of the Chinese people. They imitate the life of some film stars. To these films China owes the prevalence of so much social immorality."

Letter goes on to mention specifically several cases of robbery in China, blaming the thoroughness of the methods on tricks learned from films. Then it's mentioned that in the Society is vested supreme film authority for the nation and that the society is composed of young intellectuals who don't want to threaten, but warn other countries that film methods and stories must be changed or occidental films will lose the entire Chinese market.

Good, acceptable pictures are then pointed out as a guide for future references. These include 'Abraham Lincoln,' 'Captain of the Guards,' 'Seventh Heaven' and 'Resurrection.'

FEATURE MARG SULLIVAN

Hollywood, Oct. 30. Universal will feature Margaret Sullivan in 'Little Man, What Now?' Frank Borzage will direct.

Manners Makes BIP

Hollywood, Oct. 30. David Manners goes to London Nov. 15 for a BIP. Will be gone five weeks.

Smarting Under Allied's Inuendos, Rosy Talks Official Reprisals

Academy Stance

Hollywood, Oct.

Cowan, Academy's secretary, declares that Sol A. Rosenblatt has accepted a plan under which the Code Authority will establish an investigating committee to survey the conditions of production unit employees receiving more than \$70. Cowan claims committee will dig into working setup of all industrial crafts to report its findings to code authorities for action, and then adjustments will be made, if needed, to eliminate working hours and spread work around.

Academy of Motion Pictures Arts and Sciences is not in the red, sed Lester Cowan, executive secretary of the organization, in a discussion of the recent walkout of a number of its members.

Balto Exhibs Discreet Following Censor Cuts

Baltimore,

Exhibits here lately have put reverse English on their quandam method of handling press and bally angles after censorial deletions have nicked their pics. Time was they effected to send word scurrying along grapevine trail that so much spice flavored this or that particular op'ry that it was imperative for the state board to act for morality of all concerned. But since appointment of new members to board last spring, exhibs seek to muzzle any word of board activities, after several bitter lessons which taught that when this current board deletes it leaves little left to be shown under any guise.

Latest case at hand is 'Good-Bye Again' (FN), which was put 26 cuts had been ordered. By mistake film sent down from New York came clean and was so shown on opening day. Same afternoon board got wind of it and came down on house, ordering immediate scissoring. Subsequently two of the newspaper critics made no attempt to review what was left as a picture, declaring that through over-vigorous cutting not enough entertainment value remained to lend the piece any meaning. Consequently, patrons were steered away.

Only exception of recent date was 'Song of Songs' (Par), which put Loew's on wise through board's inability to come to a conclusion on number of cuts it felt it should order. After much vacillation on part of censors, Loew's brought the case to attention of Judge Dennis, Maryland Circuit Court with a petition that he speed the board's decision. The jurist brought up the board and taking the occasion to deliver his personal views on censorship in general, treated it from humorous angle, finally previewing the flick personally and recommending it be passed in toto, which the board hastily did. The press played up the affair with much gusto, going heavy on space and standing squarely again. State censorship, with editorials pointing out the board as a trio of politically engendered jobs, with salaries and projection expenses, taxpayers \$33,000 yearly.

Calif. Exhi

Hollywood, Oct. 30.

Unanimously endorsing the industry code, members of the Independent Theatre Owners of Southern California approved the previous action of President Ben Bernstein, who okayed the pact before he left Washington two weeks ago. Bernstein declared the code was far from perfect, but was the best that could be brought through after ceaseless hours of battling and negotiations.

He stated the code, insofar as exhibs are concerned, is predicated on the fairness of the local zoning and grievance boards which will be appointed in each exchange territory. He further declared that the independent exhibs, through the setup of those two boards, will secure an equal break with affiliated theatres on any matters.

Washington,

The scrap between Allied States Association and Deputy Administrator Sol A. Rosenblatt, which has complicated code proceedings reached a head last week when investigations of Rosenblatt's conduct were demanded of President Roosevelt by independent exhibitors.

Beyond admitting that complaints against his deputy had come to his notice, Administrator Hugh A. Johnson made little comment on the handling of the code and the various issues precipitated by breaches within the industry. Johnson's most pertinent remark was implied criticism of the inability of miscellaneous factions to make up their minds and take a concerted stand.

Almost at the time he was being denounced in Chicago, where independents under Allied leadership passed formal resolutions assailing his post, Rosenblatt signified an intention of seeking a thorough Justice Department probe of Allied's opposition tactics.

Still smarting under Allied's plan to deluge the White House with a flood of 100,000 telegrams protesting the post on monopolistic grounds, Rosenblatt declared that he had been submitted that signatures on complaints sent the President were used without knowledge of various individuals and bluntly said this dope would be 'referred to the files of the Justice Department.'

Telegram Repudiations

Unidentified exhibitors in Cleveland and Newark protested their first knowledge of the fact telegrams bearing their names had been sent to the Chief Executive came from acknowledgment by Rosenblatt, while H. H. Nye, officer of an Ellyria, O., bank, under the same circumstances, wrote Rosenblatt denying he had sent a wire or that his name had been used without his permission.

That Rosenblatt resented the criticism of Allied was made known beyond question, along with a showing of disgust for Allied's decision to retain the best obtainable Democratic counsel who, with entree at the White House, might be able to lay independents' squawks before Roosevelt.

The Deputy Administrator refused to talk for quotation, but it was plain he was to no end perturbed by the implication that political pull would be useful in code proceedings. It was pointed out by NRA officials that recently the critics of both Republican and Democratic leanings are working side by side and that political creeds were of no importance when these individuals were selected.

Continuing the exchange of slaps, Allied Friday (27) issued from the local office of Abram P. Myers a final entitled 'Mr. Rosenblatt's Fairness' which placed the insurgent bloc in the position of demanding an inquiry which would 'give all the facts a thorough airing.'

Agreeing that 'the peculiar circumstances surrounding the drafting of the proposed code call for investigation,' Allied trumpeted:

"If the investigation does not come now it will later, as the Allied leaders do not propose to be diverted from their efforts to secure a fair code by veiled threats or slanderous utterances or to endure Mr. Rosenblatt's apparent efforts to disrupt their organization without calling attention to the real issue, which is the conduct of Mr. Rosenblatt as a Government officer."

Among the accusations giving life to the Allied band were complaints that the Deputy Administrator entered no protest against employment by major producers of counsel who, by reason of prior association with Mr. Rosenblatt, exposed the latter to inferences of undue influence. Another highlight was the charge that the Deputy Administrator failed to 'discourage or even resent' the presence in his office of representatives of the Hays office during press conferences and 'on other occasions.'

Still clamoring for the 'right to be heard' and to report that Rosenblatt instigated an investigation in Detroit of complaints against co-operative buying and sought to encourage opposition to the Michigan Allied unit but 'has shown no interest in booking combines of affiliated theatres or a boycott by distributors in Chicago.

ZUKOR'S INSIDE STUFF

Showdown on Indie Insurgents

Follows Allied's Code Attacks; Many Join MPTOA, Benefits Seen

Showdown for code insurgents will reach a climax Wednesday. It is precipitated, according to leading indie leaders Monday afternoon, by a movement credited to Abram Myers of Allied Exhibitors petitioning the White House to oust Sol A. Rosenblatt as deputy administrator. Myers, it is reported, has been ordered to appear on the carpet before General Hugh S. Johnson.

Delay in the President signing the film code is not generally ascribed to the ouster protests. Rather, according to men who have been tapped on the shoulder for positions on the Code Authority, the procrastination is attributed more to the Government's intention to complete its file on films. More than one person considered for the authority, it develops, has been secretly turned down by the Government.

At the same time codists Monday heard that one of the three Government representatives on the Code Authority will probably be a woman, possibly from the labor department. This was seen by picture men to have an important bearing on the future moral slant of films and their relation with state and municipal censors.

Indie leaders who admitted Monday they have broken away from the united front blamed Allied, stating that Allied's first violation of the all-indie pledge was the Allied convention in Chicago last week. Now many of the indies join with the Motion Picture Theatre Owners of America.

Indies' Breaks

An about-face slant on the code is also manifest in strong parts of the breakaway indie ranks, wherein talk is again common of establishing an all-indie national organization. The feeling Monday is that the code provides real indies with the breaks they have not had in the past 10 years.

Another blow to Allied, as generally seen in both major and indie circles during recent days, is that the smallest exhibitors in the country are not touched by the code. Monday it was estimated there are some 4,000 theatres in towns of 2,500 population and less. At the same time it was seen where it may be to the advantage of many of these theatre owners to voluntarily sign the code in order to deny the edge which it holds out to the little exhibitor, such as the 10% elimination for owners paying rentals of \$250 and under.

As for the future of block booking, men who are mentioned to sit on the Code Authority revealed Monday the belief that this is no more in the hands of the public than ever before. With Government representatives on grievance boards as well as the Authority, high codists see where the public will get an immediate hearing. They see also where disgruntled exhibitors may stir up women's clubs, et al., to protest to these committees, and therefore a greater need than ever for the Code Authority to move cautiously in all directions is deemed necessary, especially from the moral channels.

More Scope for Rosy

Washington, Oct. 30. Recognizing the peculiar demands of amusement industries, Administrator Hugh S. Johnson in shaking up his unwieldy NRA has created a special code division for all types of amusements under Deputy Sol A. Rosenblatt.

Regrouping the scores of separate subdivisions and arranging their major sections, Johnson left Rosenblatt practically undisturbed by the shake-up, although attached to the "trades and service, textiles and clothing" division for administrative purposes only. Rosenblatt will report directly to Johnson instead of through Division Administrator Arthur D. Whiteside.

Hertz Quiz Candidate, Joining Lehman Bros.?

John D. Hertz, in examination of officers in the Par bankruptcy, will likely follow Zukor on the stand. Zukor appeared Friday (27).

Hertz is due in New York this week. Samuel Izzeks of Root, Clark & Buckner, Par trustee attorneys, stated he was getting in touch with Hertz to ask for his appearance.

Hertz is planning to settle in New York permanently in an executive capacity—with one of the large downtown banking houses, said to be Lehman Bros.

Tentative date set for resumption of examination of Par officials is Nov. 10, when Hertz will be asked to appear.

Zukor will make no further appearance, Referee Davis having denied an application to continue the Par president on the stand.

Much Acrimony In Allied's Chi Protest Meet

Chicago, Oct. 30.

Two resolutions of protest against the proposed industry code were made by some 1,000 indie exhibitors meeting under the banner of Allied here last week. Representing approximately 1,750 theatres the exhibitors demanded that President Roosevelt, before approving draft of code as prepared by deputy administrator Sol A. Rosenblatt, designate an impartial body to inquire into the circumstances surrounding the negotiation of the proposed code.

Both resolutions are bluntly outspoken in their claims and demands, couched in subtler English the harsh things said orally about Rosenblatt during the Allied meeting. A) Steffes, Col. H. A. Cole and Sidney Samuelson were particularly outspoken. Col. Cole said that Gabe Hess wrote the code. Steffes demanded that Allied theatres close down for 30 days, spread the Allied point of the argument in full-page ads over the newspapers of the country besides trailblazing their own screens. Chairman Abram Myers opened the meeting with a full discussion of the code and picked it to pieces for the indie exhibitors, even destroying the independents' valuation of the grievance board clause.

No attempt was made to raise any money either to fight the code or any other Allied argument at present. However, the assemblage unanimously voiced its full support of the Allied code committee and gave them complete authority to do as they see fit as far as future developments are concerned.

PAR SIGNS BRISSON

Paramount has signed another British actor, Karl Brisson. Brisson has just completed a new Gaumont-British retake of 'Zwei Herzen' in London.

No date set for the actor's arrival in Hollywood yet.

SALLY RAND'S PAR PAIR

Chicago, Oct. 30.

After breaking her jump with a week at the B&K Chicago where she started, Sally Rand hops to the coast Nov. 6 to start in 'Paramount's 'Solers'.

Second flicker for the fanner will be 'Murder in the Vanities.'

INTRA-PAR ORG. POLITICS, TIFFS

Par Prexy Aims a Lot That Happened in That Hectic 1932—O.K.'s Stock Repurchase Plan as Feasible

ZIRN'S QUESTIONS

Testimony as to bank preferences under the now-famous \$13,000,000 film-hocking alleged deal, in addition to conflict and lack of proper man power among executives in Paramount prior bankruptcy, was drawn from Adolph Zukor on his first and only appearance in examination of Par officials at an all-day session Friday (27).

Produced on the request of independent attorneys for bondholders, Zukor was on the stand from 10 a.m. until 3 p.m. (with one hour's luncheon intermission) under questioning by trustee counsel, Samuel Izzeks, on routine identification of documents, and by Saul E. Rogers and Samuel Zirn, representing bond creditors.

While Zirn was unable to elicit anything conceded to be of importance, getting answers to only a minority of questions that were not ruled out by Referee Henry K. Davis, Rogers drew from Zukor testimony on establishing the \$13,000,000 loan as a bank preference and in connection with executives of Par, that he stated later was 'all I wanted to know.'

Rogers said that the record in examination of the Par president would form the basis for action compelling the trustees to use the information educed in behalf of creditor interests. Falling in that, he said he would utilize the information himself in a suit.

Although the trustees are suing a group of 12 banks to set aside the creditor preference under the film-hocking transaction, Zukor stated he approved of the deal, felt it was perfectly proper and that in connection with any preference the contract speaks for itself. Going this far on the deal, Zukor, however, refused to admit the Film Frolics setup constituted a lien on the 22 negatives assigned to that subsidiary in return for notes to secure the \$13,000,000 financing.

Zukor proved a sometimes reluctant witness, frequently unable to recall certain matters. However, (Continued on page 59)

Propose Film Dictatorship Over All if the Code Authority Doesn't Click, Pres. to Make Decision

Hollywood Technicians Rap Code Labor Pacts

Hollywood, Oct. 30.

Asserting technicians getting more than \$70 weekly are handed a raw deal in the labor provisions of the code, a telegram has been dispatched to Deputy Administrator Sol Rosenblatt by Lester Cowan for the Academy of Motion Picture Arts and Sciences.

Code was assailed at a meeting of leaders of the technicians' branch house because time off provisions and the fixing of maximum salaries do not affect assistant directors, art-directors—and other classes.

Academy Blames Eastern Execs on Picture Code

Hollywood, Oct. 30.

Eastern execs should be blamed for anything in the 'NRA' film code that the creative talent doesn't appreciate, according to Lester Cowan, secretary of the Academy of Motion Picture Arts and Sciences.

Cowan warns Hollywood that unless the creative artists get together, settle the bickering and arrange a program, whether under Acad jurisdiction or through some organization, Hollywood will find eastern execs putting their noses in the soup even further and 'writing more codes.'

All the bad qualities of the code, Cowan says, 'were eastern in organization and most of them slipped in after the home guard had left for the west.'

Those Atlantic coast baddies found their opportunity to write their own ticket into the code as a result of a lack of front by the creative talent which was too busy fighting among itself to combat as a unit the producer influence in Washington, he says.

Cowan is still of the opinion that code difficulties can never be straightened out until Deputy Administrator Sol A. Rosenblatt comes to Hollywood to learn the true state of affairs.

A plan is on tap to appoint an administrator for the film code. Such an administrator would act for the Government, and, it is presumed, would have veto power over the Code Authority board if the board does not function successfully.

Whether the President will appoint such an administrator upon signing the code or whether he will delay to see how the Code Authority works is not known. But film leaders have virtually so far as to indicate to Washington particular men they believe would fit such a position and be acceptable to the industry as a whole.

Those film men who have made their nominations are agreed with the Government that such an administrator should be someone not affiliated with any major company. It is along these premises that the Government is reported considering the move.

Chairman of C. A.

Under such a plan the proposed administrator could be the chairman of the Code Authority and one of the three members representing the Government on the board, or he could be an officer representing the Government above the Code Authority. Virtually he would then sit side by side with Gen. Johnson in matters pertaining to the film code although officially and otherwise Gen. Johnson would always supersede him. It is figured that the appointment of an administrator would have no bearing on the activities of Will Hays or his organization.

Among the names proffered for the post of administrator have been those of Herbert Bayard Swope, Swope is a former editor of the old New York 'World' and is a brother of Gerard Swope, president of General Electric. Some think the General Electric angle is likely to keep Swope from getting the appointment. Swope is also a member of the RKO board of directors.

Another name is that of Howard Cullman, the present receiver for the old Roxy in New York. In addition to other activities Cullman at present is a commissioner of the Port Authority of New York and is financially independent.

CODE'S DUALS' PROVISIO NOT A HUGE BUGABOO

The double feature thing is shaping up as far from the thorn in which it first appeared under the code. There are any number of versions of what is going to happen but under it all it seems certain that there is a reason for Columbia and Universal being quiet on the dual point, over which they openly opposed Hays. Indie producers are getting into the thinking that the code's not so bad after all.

After a variety of check-up among code experts it's revealed that the industry will abandon dualism as a general policy only when duals no longer make money. As long as a distributor can make money from selling his product on a double bill, doubles will continue.

Kath Alexander Stays

Hollywood, Oct. 30.

Katharine Alexander, New York stage star, has had her option hoisted by Metro. Player brought out for 'Vinegar Tree' on a three-month pact.

WB Hire Emily Lowry

Hollywood, Oct. 30.

Emily Lowry, recently in 'Let Lightning' in N. Y., contracted by Warners. She'll do 'As the Earth Turns' and the stage part in 'Lightning' later.

Film Monopoly Aspects

Consumer Advisory Board of NRA Would Curb Those

Washington, Oct.

Master film contracts and other trade practices fringing upon the monopolistic would be condemned in the motion picture code if the consumer advisory board of the NRA had its way.

Convinced steps should be taken to break the grip of major producers, the subdivision created to look after the interests of the man who pays the dough fought vainly for provisions which would have gone a long way toward satisfying the demands of independent exhibitors whose war-cry is 'the right to buy,' it was revealed last week, but legal lights in the great Federal bureaucracy forced the consumer group to call off its dogs.

The fix in the department was a ruling that the advisory boards may express opinions—either favorable or critical—of what's in pend-

ing codes, but that it can't grouch about what is left out. Consequently the consumer board could do nothing but approve the code and express commendation of the manner in which difficult and controversial problems have been met in the code as now formulated.

The consumer agency eyes with skepticism the way the code skips the double feature issue, and according to inside dope is far from satisfied with the block booking provision, although on the latter point its complaints have been partially met by the 10% elimination allowance.

Speaking for the labor advisory unit and for various labor leaders as well, John P. Frey praised Rosenblatt for his 'constant effort to secure all of the facts and to give full consideration to all phases of the problems which were called to your attention.'

The Way to Love (Par); Stepped right into the steady play built up by Mae West during the preceding two weeks and should hit \$8,500, good. Last week Tm No Angel, (Par) last eight days of a 15-day stay, good with \$11,000.

Uptown (Fox) (2,040; 25-40)—**I Loved a Woman** (FN). Robinson and Francis well liked and picture should draw around \$3,500, fair. Last week **Saturday's Millions** (U).

World's Fair Crowds Exiting; 'Heart' Poor \$39,000 at Chicago; Palace Best with 'Vickers,' 29G

Chicago, Oct.

Daily it becomes clearer that the hectic days of the World's Fair are passing. Inch by inch the scale of theatre grosses drops down into the re-Fair normal. Hotels once more are starting to advertise rooms available; seats can once more be secured in restaurants.

Sliding faster than everything else in the loop is the Chicago that see house which was the biggest money maker of them all during the Fair whirl. B&K brought back Sally Rand for a 10th week here, and proving a disappointment. No more visitors in town to head for the fanner with the localities all having seen Sally before. House will drop under \$200,000 currently, first time it has seen so meagre a take since early in July. Flicker "Ever in My Heart" (Stanwyck) is over for the time being, but the ladies are unanimously voting for "Ann Vickers" (Dunne) for their screen meat this week. For which reason the Palace-wagon above even last week's fine take to elp off an excellent \$29,000. Phil Baker holdover on the stage also figured heavily in the pleasant take.

"Dinner at Eight" finished fairly well on the first week at two-day but will likely call it a run after two weeks. "The Great Dictator" and "The Sign of the Cross" are dropping dead, but brutal pinnings from the press. All except the Heart dailies compared it with the stage version and took the flicker for the w.k. ride. Big worry now is "Tarzan" serial at the Roosevelt, with the B&K execs watching closely. Started Saturday (28) to okay attendance, but no coin as much of patronage was the kid trade at a dime a throw. Pace falling off with the school week, but picture looks okay for the other week ends for the remaining episode of the serial.

Estimates for This Week
Chicago (B&K) (3,940; 35-45-73) "Ever in My Heart" (WB) and stage show. Sally Rand on stage again, but the cards are stacked against her for a misplaced hope that should never have happened. Flicker not strong enough to combat heart-warmers at other theatres. Worst week house has seen since the start of summer. Bad arrangement all the way through, particularly in the vaude end, placing the house under a handicap that's costing it money. Maybe \$35,000, off sad, but not a "shell" (MG) held up on good notices to fine \$50,000.

McVickers (B&K) (2,234; 25-35) "Kennel-Murder-Case" (WB). "Dessert" look much better, but being pushed down by so-so product with B&K. Office now in howls over the drop in picture quality. This one hardly better than \$9,000, weekly. Last week "Stage Mother" (MG) got nowhere, \$8,500.

Oriental (B&K) (3,200; 30-40-50) "I'm No Angel" (Par) (4th week). Pride of the loop. Will make it five weeks without trouble, could go to six, but general money act in "Soup" (Par). On 4th week terrific at \$20,000, almost as big as an ordinary first week gross. Last week box office honey at \$35,000.

Palace (RKO) (5,533; 40-65-83) "Ann Vickers" (Dunne) and vaude. Phil Baker revue on stage and accounting for the great bulk of the business. Coupled with this women's flicker the show adds up to potent bo, to send the house to its best mark in weeks. Topping every thing else in the loop on pace and headed for sweet \$29,000. Last week "Ace of Aces" (WB) took nicely to \$28,000, accountable to the Baker influence.

Roosevelt (B&K) (1,500; 25-35) "Tarzan" (Prin). Started to heavy kid trade on Saturday (28) and no worries for the week. But a natural decline during the school days, however. Indications are for \$10,000, okay for the opener. No mention of serial made in Jimmy Saville and Eddie Solomon with ape-man and Tarzan tie-ups in school and radio. Last week "Saturday's Millions" (U) opened the "Universal-B&K" season satisfactorily at \$15,000.

State-Lake (Jones) (2,700; 30-40) "Before Dawn" (RKO) and vaude. Down somewhat from the terrific pace of the previous week, but okay at \$16,000. Last week "Arizona Broadway" (Fox) and "Shuffle Along" tab on the stage topped all attendance figures for this house, which, by the way, will play the school week in the 15 weeks since opening under the Jones banner. Crashed through for \$18,700, terrific.

United Artists (B&K-UA) (1,700; 35-55) "Bowery" (UA) (3d week).

N.H. ON THE UPBEAT

'Parade in 2 Wks Topped 'Diggers'—West Also in H. O.

New Haven, Oct. 30. "Footlight" Parade" at the Roger Sherman, closed two-week run with \$18,600, which beat "Gold Diggers," previous topper. Par, after record week, holds over "Angel" and plays last angle for benefit of those who wish to avoid last week's great crowds. Bit in general on up-grade.

Estimates for This Week

Paramount (Public) (2,345; 35-50) "I'm No Angel" (Par) (2d week). Still hay hey, at \$11,000 after a rousing last week, which stood \$11 up daily for smash \$16,000. Poli's (Poli) (3,040; 35-50) "Emerson Jones" (UA) and "Love, Honor, and Oh, Baby" (U). Negative fan comments on depressing angle of "Jones" should be offset somewhat by comedy half of bit inmates with "Emerson Jones" "Night Flight" (MG), and "Walls of Gold" (Fox) were fair at \$7,700, with all the credit to "Flight."

Roger Sherman (RKO) (2,200; 35-50) "I'm No Angel" (Par) (2d week). "And Aggie Appleby" (RKO). Building to a nice \$8,200. Last week "Footlight Parade" (WB) on second week held up to steady \$4,600. College (Poli) (1,555; 25-40) "Saturday's Millions" (U), and "My Woman" (Col). House is building fast, with current big picture, "Stage Mother" (MG), and "Last Trail," against heavy competition, satisfactory, \$2,300.

BOWERY \$10,000, BUT ALL'S Q.T. IN MPLS.

Minneapolis, Oct. 30.

"The Bowery," at the State, seems to be more than an underdog in its nearest competitor. But in the entirety it looks very much an off-week, this despite a good start on Saturday, due to the "Milk" home, which attracted 50,000 to the Minnesota-Iowa game.

Indications are that total loop takings will represent a decidedly less than an unfavorable contrast to that of the preceding seven days. But even with its two big stage shows, "Crazy Quilt" and "Strike Me Pink," the house is to pretty much of a disappointment, finishing at a slow pace after a fast start and failing to yield the State and Orpheum the grosses anticipated. Business appears to be suffering a relapse.

There's sunshine on the horizon in "I'm No Angel," reopening the 4,200-seat Minnesota Thursday after two years' darkness.

"My Weakness" is the final offering at the Century, second-ace Public loop house. The Century goes to select "Wedding" with the Minnesota's reopening. Even with this house closed, the re-advent of the Minnesota means some 2,600 more loop seats and arouses the town to pretty much of a disappointment, finishing at a slow pace after a fast start and failing to yield the State and Orpheum the grosses anticipated. Business appears to be suffering a relapse.

Estimates for This Week

State (Public) (2,200; 40) "The Bowery" (UA). Beery-Cooper team a magnet. Word-of-mouth brought to good \$10,000. Last week "Crazy Quilt," on stage, and "Solitaire Man" (MG), \$17,000. Pretty good. Orpheum (Public) (2,300; 40) "Burial Missing Persons" (FN). Good enough picture but not strong box-office, looks about \$3,500, not so hot. Last week "Strike Me Pink" on stage and "Ace of Aces" (RKO), \$13,000, pretty good.

Century (Public) (1,600; 40) "My Weakness" (Fox). U. of M. midweek teaming with "The Bowery" and "Wedding" under sponsorship of college organizations, helped some, but picture failed to find favor with critics or customers. Last week "Power and Glory" (Fox), yanked after six days, \$2,000, poor.

World (Steinbo) (300; 50-75) "Good Companions" (Fox). May hit good \$2,000. Last week, "F. P. 1" (Fox), \$900, poor.

Uptown (Public) (1,200; 35) "The Bowery" (UA). May top \$4,000. Big. Last week, "Paddy" (Fox), \$2,500, pretty good.

Lyric (Public) (1,300; 25) "Tillie and Gus" (Par). About \$3,000, indicated good.

Grand (Public) (1,100; 25) "Tugboat Annie" (MG). Second loop run. Around \$2,000 in sight, good.

First (Public) (1,100; 25) "Tugboat Annie" (MG). Second loop run. Around \$2,000 in sight, good.

B'way Biz Bully, Upping Lesser Stands Like Rialto, 17G; Big Wow Still Is West, 3d Wk. 55G; M.H. 90G

Well into the fall season, Broadway holds up to the normal increase in gate receipts expected this time of the year. Business on the whole appears better than last week, particularly for the Music Hall, which on "Aggie Appleby" dipped to a low and crimson \$50,000. This week the Hall has a better day in "Berkeley Square," after 5 1/2 weeks at the Gaitey should click close to \$90,000 on the strength of the smart start picture made.

The Capitol may top its disappointing showing of \$45,000 on "Bombshell" by getting around \$48,000 or more, if "Meet the Baron" also does not fall off before the week is out. "Baron" is Jack Pearl's first starrer, with Durante in it and Rudy Vallee on stage to bolster.

The big box office bowler-over continues to be Mae West at the Paramount, still luring 'em after a fortnight's smash business and on this, the third, week should manage \$55,000 or a little more. "Angel" stays four weeks, a record for any picture at this house. The previous West picture "She Done Him Wrong" played the house a week and after Brooklyn came back for two more for a record of three though not consecutively.

Improvement in business is also in the cards for the Rialto, RKO, RKO, RKO and Palace.

"Kennel Murder Case" does the trick at the Rialto, bringing that house up from \$8,500 it has been doing for weeks to a probable \$17,000 and holds over.

"Love, Honor and Oh, Baby," Summerville-Pitts comedy at the Old RKO, is doing nicely, and should run in the neighborhood of \$20,000.

"I Loved a Woman" will increase the Palace to around \$12,000 compared to \$10,000 from "Wild Boys of Europe."

Warners' specially premiered "World Changes," with a lot of balmy to match, is doing stoutly at the Hollywood on a hike for a first week of \$29,000, and looks set for a fair stay.

"Footlight Parade," which couldn't match "42nd Street" nor "Goldiggers" despite a run a better time a year than the other two had to face, goes out of the Strand Thursday (2) on a final \$18,000 week, after a run of four weeks.

"Female" opens Thursday night (2) Another going out after a month's run, and a big grosser, is "The Bowery." "Broadway Thru a Keyhole" getting ready to start a better time.

Mayfair, struggling along with indie and sluff product, couldn't bring it out, but a better time a week at \$5,000 and took it out Sunday night (29), bringing in another RKO release, "Blind Adventure" yesterday.

State, playing "Torch Singer," relies largely on the Street Singer (Arthur Tracy), who replaced Helen Morgan Saturday (28) to bring it out, but still safety in the black. On the fifth week the takings were \$14,600, "Esquimo" waiting to come in is tentatively dated to open Nov. 10.

Capitol (4,400; 35-72-83-110-115) "Meet the Baron" (MG) and stage show headed by Rudy Vallee, Jack Pearl pic, with Jimmy Durante to help him at the box of \$45,000. "Bombshell" (MG) was no bouquet for Jean Harlow, house winding up at \$45,000 after a rousing start that indicated big.

Hollywood (1,553; 25-35-55-75-85-130) "World Changes" (WB). Opened Wednesday night (25) and drawing big, expectations being for \$20,000 the first week.

Mayfair (RKO). Rough in yesterday (Monday) and may do a little better than the average has here of late, or in proximity of \$8,500. "World Changes" (WB) out Sunday night (29) after a week at \$6,000, poor.

Palace (1,700; 25-40-55-75) "I Loved a Woman" (WB) and vaude. Chances appear good for \$12,000, fair, an something of an increase over what another Warner booking, "Wild Boys of Europe," got last week, \$11,000.

Paramount (3,553; 5-55-75) "I'm No Angel" (Par) (3d week) and stage

show. West girl dragging 'em from near and far and third week will be keeping the take high at \$55,000 or better, last week's record rolled up \$70,000, about \$40,000 profit for the house. Stays a fourth week.

Radio City Music Hall (5,345; 35-55-75) "Berkeley Square" (Fox) and stage show. Two-day at the Gaitey, after an intervening week's rest, this one is doing remarkably well over here and may get \$30,000. Last week it was much the same with "Aggie Appleby" at \$50,000.

Rialto (2,000; 40-55-65) "Kennel Murder Case" (WB). Bill Powell as Phil Vance, the dick, responsible for upping the take here to about \$17,000 after last week's \$8,500 on "Headline Shooter" (RKO).

Rivoli (2,200; 40-55-75-85) "The Bowery" (UA) (4th week). Ends a month's run today (Tuesday) and at \$15,500 could chance a fifth week if the Rly wasn't topheavy on pictures it has no play. Third week was a nice and profitable \$23,100.

RKO RKO (3,535; 25-40) "Henry VIII" (UA) and "Joe Doakes" (Zilch), split. On strength of the way "Henry VIII" (UA) did, the full seven days should be in vicinity of \$14,000, good. Last week "Dr. Bull" (Fox), four days, and "Charlie Chan" (Fox), three days, only \$11,000.

RKO (6,200; 35-55-75) "Love, Honor and Oh, Baby" (U) and stage show. Comedy looks to snare about \$30,000. Previous occupant, "Walls of Gold" (Fox) \$24,000.

State (2,000; 35-55-75) "Torch Singer" (Par) and vaude. Not expected to do as well as "Torch Singer" have for so long, and maybe more than \$16,000. Last week "Night Flight" (MG), \$17,000.

Strand (2,900; 35-55-75) "Footlight Parade" (WB) (4th week). Ends its run Thursday (2), taking \$18,000 on the final week, after \$23,200 the third. A highly profitable run. "42nd Street" (WB) and "Gold Street" nor "Goldiggers" Thursday night (2) ushers in "Female" (WB).

MONTREAL'S BLIZZARD NO HELP, 'ANGEL' 11G

Montreal, Oct. 30. Heavy blizzard Tuesday and hard frost since with the streets almost impassable and car service dislocated. "I'm No Angel" will likely be again after them currently. Results of big shake-up in conditions of operation of the big three main firms houses is being watched and so far hasn't had a normal opportunity.

Capitol-jumps to major position as straight pic house and shows the Mae West, "I'm No Angel" will likely be again after them currently. Results of big shake-up in conditions of operation of the big three main firms houses is being watched and so far hasn't had a normal opportunity.

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House \$17,000 One Wk., \$3,000 Next

Seattle Has 10 1st Runs—'No Angel' Means No Biz for 9 of 'Em

Seattle, Oct. 30. This week it's the turn of the Fifth Avenue. Mae West is the reason. Afternoon and evening shows, below expectations, but in evening lines and standees. Pix in for a run, possibly three weeks.

Rest of the town naturally gets the leftovers. Likewise a letdown from Guinan's big last week at Roxy, where house record went for grand enough \$17,000.

All theatres screaming—their wares, to get in on the dough. 'Elysia,' nudist, holds over at Rex.

With ten first runs houses in the burg again this week, would seem Seattle is a good show town. Fact is, for its size, it has always been a good picture town since the early boom days of Jensen-vonHerberg and Jim Clemmer.

Estimates for This Week
Blue Mouse (Hamrick) (950; 25-40)—'The Bowery (UA) third week healthy at indicated \$3,800. Last week second week dandy \$5,700, after great \$7,900 first week.

Coliseum (Evergreen) (1,800; 15-25)—'Hold Your Man' (MG/M). The narrow Cornet (WB) dual anticipated \$3,000 on five days. Nine days last week for 'Tugboat Annie' (MG/M) built to \$4,800. Had played week at Fifth Ave. Last week at Paramount, week at Egyptian, so this is dandy.

Fifth Avenue (Evergreen) (2,400; 25-40)—'Tm No Angel' (Par). Fast turnover on 2-hour show looks like \$20,000, so far. Midnight mat at \$1 top started it off with two-thirds of house selling, this sweetening week's total by \$1,100. Last week at \$1 top started big then slipped, slow at \$4,400.

Liberty (1,900; 10-25)—'Terror Trail' (U). Reform Girl' (Mal). dual, headed for light \$3,800. Last week 'The Wrecker' (Col). The Constant Woman' (WW), dual, \$4,400.

Metropolitan (Indie) (1,480; 25-40)—'Night and Day' (Ind). with prologue and Guterson 30-piece band featured, highlight being augmented 60-piece band concert Sunday mat. for capacity. Estimated at \$2,500 for six days. Not hot. Last week, big hit \$5,900. Last week, same big, held down biz, but music and prologue aid for fair \$3,600.

Music Box (Hamrick) (950; 25-40)—'Ever in My Heart' (WB). with Walter Burxton, concert pianist, added attraction, anticipated \$2,000 is poor. Last week 'Broadway Through a Keyhole' (UA) terrible Brodie, \$2,200 is the sad story.

Orpheum (Oldknow) (2,700; 25-40)—'Golden Harvest' (Par) and ten acts vaude, playing up quantity, en route to \$5,000. Last week, 'Three Corned Moon' (Par) and vaude, fair at \$7,400.

Paramount (Evergreen) (3,100; 25-40)—'The Way to Love' (Par). Paced for \$3,000, not good. Last week 'Berkeley Square' (Fox) held nine days to get back to reg change day, so-so, \$2,800.

Rex (Hamrick) (1,400; 25-35)—'Elysia' (Ind). (2nd week). Should do \$2,800, fair. Last week, same film, big \$4,900.

Roxy (J-VH) (2,300; 25-35)—'Pilgrimage' (Fox). Expected \$3,000 is very poor. Last week (35c-50c) 'Ladies Must Love' (U) played, Guinan and Company stage, got the kale, holding strong, with lines closing day, for house record, \$17,000.

LADY FOR DAY GETS \$5,000, ROXY, TACOMA

Tacoma, Oct. 30. New pep injected into Blue Mouse takings with \$100 increase in newspaper advertising budget. Lines formed for opening days 'Man of Forest' (Par) which surprised. Real campaign offer for 'Deluge,' all of which proves advertising helps.

'Lady for a Day' looks big at Roxy, may hold for ten days, same as in Seattle.

Estimates for This Week
Music Box (Hamrick) (1,400; 25-40). 'One Man's Journey' (RKO). 'Morning Glory' (RKO). Last week for four days, look good at \$4,000. Last week 'I Loved a Woman' (RN) look \$1,900, 3 days; 'Midnight Club' (Par) slow, 4 days; \$1,900, for week's fair.

Roxy (J-VH) (1,300; 25-40). 'Lady for a Day' (Col) oke ball, set for all week, expected to hold 10 days, indicated \$5,000, big. Last week 'Saturday Night' (U) good, \$2,200, three days; 'Beauty for Sale' (Par), slow, 4 days, \$1,400; for week, total, \$3,600.

Blue Mouse (Hamrick) (650; 15-25). 'Man of Forest' (Par). 'Deluge' (RKO), split, estimated \$1,000. Good. Last week 'Before Dawn' (RKO). 'Rafter Romance' (RKO) fair, \$700.

'ANGEL' \$26,000, TORCH SINGER' 12½C, BUFF O.K.

Buffalo, Oct. 30. While business generally remains fairly good, it's Mae West who's taking the lion's share of patronage. At the Great Lakes, now straight pictures with Mike Shea moving the vaude over to the Hipp, her 'Tm No Angel' will push to a smash \$26,000 or better. This is a 1929 figure for any house in Buffalo, a town that's been hard hit exhibitionally.

On transfer of vaude Saturday (28) to the Hipp, that house goes to \$11,500 or \$12,000 with 'One Sunday Afternoon,' the picture. Buffalo will be lucky to top \$12,500 with 'Torch Singer' but this not bad business.

Estimate: is week
Buffalo (Shea) (3,600; 30-40-55)—'Torch Singer' (Par) and stage show. Indications points to \$12,500, not bad in view of Mae West and other opposition—currently. Last week 'Night Flight' (MG) and stage show was much better, surprising by getting \$16,000.

Hipp (Shea) (2,400; 25-40)—'One Sunday Afternoon' (Par) and stage vaude. Regarded as better suited for vaude, first week of combination policy here will be a good \$11,500 or \$12,000, picture helping. Last week 'The Bowery' (UA) hit \$5,000, fair enough.

Great Lakes (Shea) (3,400; 25-40)—'Tm No Angel' (Par). The big noise. Holding over. Last hit \$26,000, with possibility of building beyond that. Last week 'Turn Back the Clock' and vaude, turned up \$11,000, not so good for a house this size.

Century (Shea) (3,400; 25)—'This Day and Age' (Par). DeMille spec not strong but okay at \$6,000, indicated. Last week 'I Loved a Woman' (WB), same.

Lafayette (Ind) (3,000; 25)—'Tarzan' (Prin). Drawing heavy kid trade; may go over the top for \$7,000. Last week 'SOS Iceberg' (U), steady for \$6,100.

'ANGEL' ON H.O. STILL LEADS N. ORLEANS

New Orleans, Oct. 30. 'Tm No Angel,' after a \$21,000 first week, looks like \$13,000 this week to lead again the town and give the Saenger its best biz in a year.

'Footlight Parade' (WB) is doing pretty well at the Orpheum, following mild week with Richard Dix subplot.

Disappointing is 'Broadway Through a Keyhole' (UA) which localities finding nothing novel in it except for the debut of Blossom Selby who steals the picture.

'Beauty for Sale' (Par) is helping the small Tudor. The St. Charles is celebrating its first anniversary.

Estimates for This Week
Saenger (3,588; 40)—'Tm No Angel' (Par). Mae West is as strong here as anywhere and her \$13,000 this week, following \$21,000 last week, is real business here.

Loew's (3,218; 40). 'Broadway Through a Keyhole' (UA) Winchell film follows all the others and will disappoint at \$8,000. Last week 'Bombshell' got \$9,000, being hurt by Mae West across the street.

Orpheum (2,200; 35)—'Footlight Parade' (WB). May top \$12,000. Last week 'Ace of Aces' (RKO) got \$4,000, brutal.

Tudor (800; 35)—'Berkeley Square' will do \$5,500. Last week 'She Had to Say Yes' (U) got \$1,400.

St. Charles (2,000; 25). 'Saturday's Millions' (Fox) got about \$1,500. Last week 'Love, Honor and Oh Baby' (U) garnered an even \$2,000.

DINEHART'S STARRER

Hollywood, Oct. 30. Roy William Neill has finished with 'Fury of the Jungle' at Columbia and grabs the meg for 'Ninth Guest,' starring Alan Dinehart.

Dinehart played the lead in 'Guest' on the stage in N. Y. before hitting Hollywood. John Balderston is doing the script and the pic will have as many of the orig stage cast as possible, including Burton Churchill and Owen Davis, Jr.

1st Runs on Broadway (Subject to Change)

Week Nov. 3
Paramount—'Tm No Angel' (Par) (4th week).
Capitol—'Day of Reckoning' (Metro).

Strand—'Female' (WB) (2).
Rialto—'Kennel Murder Case' (WB).
Roxy—'My' (Fox).
Music Hall—'After Tonight' (Radio) (2).

Mayfair—'Blind Adventure' (Radio) (3).
Rivoli—'Broadway Through a Keyhole' (UA) (1).
Hollywood—'World Changes' (WB) (2nd week).

Week Nov. 10
Paramount—'The Way to Love' (Par).
Strand—'Havana Widows' (WB).
Rialto—'and Duff' (Par).

Roxy—'Mad Game' (Fox).
Music Hall—'Only Yesterday' (U).
Mayfair—'Sweetheart of Sigma Chi' (Mono).

Rivoli—'Broadway Through a Keyhole' (UA) (2nd week).
Hollywood—'World Changes' (WB) (3rd week).

2 Pictures
'Dinner at Eight' (Metro) (Astor) (11th week).
'Ekimmo' (Metro) (Astor) (14).

Foreign Films
July 14—'Clair' (French) (Little Carnegie) (3rd week).

No Angel' Not Milking Denver, Only Two Wks.; 'Kennel Murder' 12½'s

Denver, Oct. 30. Denver still going Mae West and Denham will turn in nearly as large gross as one week but management apparently afraid to risk it a third week so subsequent runs here will get a break on the film.

Orpheum starting strong with holdouts Saturday and Sunday nights and with what many insist is best stage show since return of Fanchon and Marco.

Paramount better than last week with better film and organ solo, 'Last Roundup,' by West Masters, good enough to warrant fine comments.

Estimates for This Week
Aladdin (Huffman) (1,500; 25-40-50)—'Broadway Through a Keyhole' (U). Day and date with the Denver. VIOLETTA at the organ. Six days enough, \$3,500. Last week 'Emperor Jones' (UA) did \$5,000 with several holdouts. Picture seemingly made to order for this crowd.

Denham (Heibron) (1,500; 25-30-40)—'Tm No Angel' (Par), second week and stage show. Smash \$14,000. Same film last week a smash.

Denver (Huffman) (2,500; 25-35-50)—'Broadway Through a Keyhole' (UA). Day and date with the Aladdin. Edna Dodd at the organ. Around \$4,500. Last week 'Meet the Baron' (MG/M) was a disappointment.

Orpheum (2,200; 35)—'Footlight Parade' (WB). (Fox) is helping the small Tudor. The St. Charles is celebrating its first anniversary.

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Saenger (3,588; 40)—'Tm No Angel' (Par). Mae West is as strong here as anywhere and her \$13,000 this week, following \$21,000 last week, is real business here.

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St. Charles (2,000; 25). 'Saturday's Millions' (Fox) got about \$1,500. Last week 'Love, Honor and Oh Baby' (U) garnered an even \$2,000.

Story Buys

Hollywood, Oct. 30. 'Upperworld' by Ben Hecht, Warner's.
'One More Spring' by Robert Nathan, Fox.

Carthay L. A., May Open

Los Angeles, Oct. 30. Fox West Coast has once more considering reopening the Carthay Circle.

Circuit is shopping for product.

'Henry VIII.' \$15,000, Very Big

'No Angel,' \$27,000, Excites Cold Wash; 'Meet Baron,' \$22,000

ST. L. IN SPOTTY PACE, 'PARADE,' 'FLIGHT' BEST

St. Louis, Business spotty. Good in some spots and not so in others, in spite of all the programs being good; in one instance, too good, perhaps.

The customers are showing a preference for song and dance, as offered in 'Footlight Parade' at Ambassador over aerial thrills as offered in 'Night Flight' at Loew's State or high-class comedy as in 'Berkeley Square' at the Fox. The music pic is far in the lead, although they all prove to be strong nicely enough. Response to the class picture is highly disappointing and it is not likely to finish much in the money.

Missouri is nothing to brag about, either, with the 'S. O. S. Iceberg,' but Mae West is still going strong in her third week, having moved from the Ambassador to the Grand Central.

Estimates for This Week
Ambassador (Skouras) (3,000; 25-35-55)—'Footlight Parade' (WB) and stage show. Big at \$25,000. Last week 'Tm No Angel' (Par) second week, \$22,000, very nice.

Fox (Fox) (3,000; 25-35-55)—'Berkeley Square' (Fox) and stage show. Poor, only \$8,000. Last week 'Worst Woman in Paris' (Fox), \$9,000.

Grand Central (Skouras) (2,000; 25-35-50)—'Tm No Angel' (Par). Continues big on third week of extended stay, \$6,000. Last week revival of '42nd Street' (WB) and 'Slightly Married,' blah \$3,000. Loew's State (Loew) (3,000; 25-35-55)—'Night Flight' (WB). \$15,000. Last week 'Bombshell' (MG), nice also for \$14,000.

Missouri (Skouras) (3,500; 25-35-50)—'S. O. S. Iceberg' (WB). 'Rafter Romance' (RKO). May be \$5,000 only fair. Last week 'Tillie and Gus' (Par), \$5,000.

WEST \$21,000, 2D WEEK AFTER RECORD 37G

San Francisco, Oct. 30. Mae West smashed every record—money, attendance, endurance and whatnot—at the Fox Paramount last week when she clipped off a tremendous \$37,000, and is doing a second week, but does not stay a third because receipts down the box office, where it will run until the box office is squeezed down to a mere shadow.

House did another all-night run Saturday, putting a good picture from the U. S. C.-U. C. game crowds in town, and not having very stiff competition. Rain Sat. night generally hurt receipts down the box office, where it will run until the box office is squeezed down to a mere shadow.

On the Saturday night of last week when house kept going straight through to Sunday, the take was \$8,100, sharing an all-time one-day attendance and money record for the town, except the days when the Fox opened, a few years ago, and used to get 50 and 60 grand per week.

When the Paramount gets through with Mae, Fox-West Coast will move her to the Embassy and there she'll stay. The neighborhood won't clean up on the come-up-some-time game like they did on 'She Done Him Wrong.'

Waried not up to standard of past three months with Stanwyck in 'Ever in My Heart' and stage show with Jack Osterman and Walt Roesser.

On a new change day from Saturday to Friday, and starting 10 acts of vaude, opened satisfactorily. 'Broken Dreams' not so hefty at the top, but the house of the 10 acts ought to carry house to a pretty good \$10,000.

Orpheum about average with 'Flaming Gold' and F&M stage shows getting the heavy nudging.

'Emperor Jones' out of the Columbia Tuesday (31) after two fair weeks, despite excellent opinions, when they returned. 'Henry VIII' opens Nov. 1 and expected to land healthily.

'Bowery' holding on for a fourth stanza at United Artists, and due to go out at end of the week in favor of 'Broadway Through a Keyhole.' Playing to a lot of customers still.

Golden Gate pace as usual of late (Continued on page 35)

Washington, Oct. 30. Town is gaga. Midnight opening of 'Tm No Angel' sold out and Loew office rushed extra print through and opened simultaneously. Result was attendance at both spots of over 5,000. And the usual turn-out for local preview on off-nights is around 1,500.

Show has been holding up since with lines halfway down block. Part of it is due to swell exploitation—'including gas-bag over marquee which is new stunt here. Mae West is the U. S. will applaud in a trailer.

Other big moment is 'Henry VIII' at RKO-Keith's. This is instance of result of clever and hefty exploiting. Critics' preview resulted in battle in columns over Laughton's interpretation and authenticity of film which finally involved every dramatic page in town.

Estimates for This Week
Fox (Loew) (3,434; 15-25-35-50)—'Tm No Angel' (Par) and vaude. Ted Lewis' (WB) (2,424; 25-35-50-60)—'Ever in My Heart' (WB) and vaude. Morton Downey is big help on stage. Stanwyck's first appearance in columns over 25-40 month only so-so, but blame it partly on opposition. Maybe satisfactory \$15,500. Last week 'Golden Harvest' (Par) got by with fair \$15,000.

Keith's (RKO) (1,830; 15-25-35-50-60)—'Private Life of Henry VIII' (UA). Headed for record. Maybe \$15,000. Last week 'The Sign of the Cross' (WB) slipped in four days of second week at fair \$5,000.

Met (WB) (1,583; 15-25-35-50-60-70)—'Kennel Murder Case' (WB). Second week will be only so-so. Maybe light \$3,000. Last week same pic got o.k. \$6,000.

Palace (Loew) (1,525-35-50-60)—'Tm No Angel' (Par). Counting midnight opening which spread over two houses pic is headed for knock-out \$27,000. Last week second of nicely exploited 'The Sign of the Cross' (WB), held up to very big \$12,000.

Rialto (U) (1,853; 15-25-35-50-60)—'Love, Honor and Oh Baby' (U). Fitts-Summersville one of the best draws a rule but opposition is pretty stiff. Maybe o.k. \$5,500. Last week 'Ladies Must Love' (U) turned in fair \$4,900.

Coliseum (Loew) (1,283; 15-25-35-40)—'Headline Shooters' (RKO). Maybe fair \$3,000. Last week repeat run of 'Night Flight' (MG) got o.k. \$4,000.

National (legit-roadshow) (\$5 to \$150). Advance sales point to nice week. Maybe \$5,000.

Indpls. Mgrs. Run Out Of Alibis for Off Biz

Indianapolis, Oct. 30. 'Footlight Parade' at the Circle is the only big noise in an otherwise quiet week and town wide picture houses. Chevalier's 'Way to Love' is off surprisingly at the Indiana and 'Broadway Through a Keyhole' is no better than fair at Loew's Circle Theatre. Last week 'I Loved a Woman' and 'Worst Woman in Paris,' respectively, are distinctly in the rough with little hope of doing better.

Halloween, football, radio, bridge and the weather are the many alibis around when the managers get together to try to explain the sudden dip in business this week. The extra boost gives theatre grosses a week ago by the state teachers' convention makes the current big seem even bigger.

Estimates for This Week
Apollo (Fourth Ave.) (1,100; 25-40). 'Worst Woman in Paris' (Fox). Under par at \$2,900. Last week 'Emperor Jones' (UA) \$2,750, bad.

Circle Theatre (Loew) (2,500; 25-40)—'Footlight Parade' (WB). Strong at \$3,000 despite that musicals are no longer novelties. Last week the holdover stanza of 'Tm No Angel' (Par) just fair at \$4,000.

Indiana (Katz-Feld) (3,100; 25-35-40-55). 'Way to Love' (Par) and stage presentation. Chevalier has always been doing the drawing in this one. Disappointing at \$2,900. Last week 'Mary Stevens, M.D.' (WB) and 'Sally Rand' on stage was terrific—due to the latter at \$18,000.

Lyric (Orpheum) (2,000; 20-25-40). 'I Loved a Woman' (RN). No punch at \$3,400, week. Last week 'Love, Honor and Oh Baby' (U), moderate \$5,100 in eight days.

Loew's Palace (Loew's) (2,800; 25-40). 'Broadway Through a Keyhole' (UA). Last week \$2,500, but it could be lots worse without the campaign it was given. Last week 'Bombshell' (MG) very good at \$5,500.

NAZI EXILES FILMING HERE

Hitler Gets Cold Feet on Picture Glorifying Horst Wessel, Nazi Hero

Film chamber has prohibited public showing 'Horst Wessel,' Nazi film based on the life of the Nazi hero. About the biggest surprise of the Nazi regime thus far is this banning, with the official reason given as the film's 'artistic inadequacy.' That's a nice phrase to lay tag with.

Horst Wessel was a Nazi storm trooper who was killed about three years ago. For some reason, his name has become a legend and he's the biggest martyr of the party. Film deals with his life. Hans Heinz Ewers, publisher of a Wessel biography, wrote the film scenario and Dr. Hansfaengel, foreign press chief of the Nazi party, wrote the music for it. Stormtroopers of Wessel's former detachment were in the cast and all official Nazi-dom helped make the picture, which makes the banning that much more surprising.

Makes Up By
Picture cost about \$162,000 and it's intimated that the government will make up a goodly portion of it so that the producers may be not too much discouraged. Dr. Josef Goebbels, Hitler's right hand man, personally issued the ban edict.

Edict says the picture was scrapped because 'it neither does justice to the personality of Horst Wessel, reducing his heroic figure through inadequate presentation, nor to the national-socialist movement which is today bearer of the State.'

In this respect, edict goes on to say, 'the film imperils vital interests of the State and the German international reputation.'

Actually back of the banning are understood to be desires of the foreign office, which believes the time is not ripe for this sort of film yet and that the rest of the world might be offended by its propagandist nature.

GERMAN TOWN DECREES NO HIGHER B.O. PRICES

Berlin, Oct. 20.
Newest thing in film dictation comes from Dusseldorf, where the town governor has ordered all cinemas not to raise prices under any circumstances. Whatever the current price is, according to the law, must remain.

With the issuance of the decree comes an explanation which says Dusseldorf is an industrial town, industrial workers are poor and pictures are an essential part of a worker's life. Therefore workers must not be charged higher prices.

Doug Picking Spanish Locations for 'Zorro'

Madrid.
Douglas Fairbanks on the ground to decide on exterior of his coming production, 'Adios Don Juan,' a sequel to his Zorro snappers. He expects to start shooting exteriors within three weeks. Interiors probably will be done in London.

Biro, a Hungarian, is in London preparing the script with an Englishman. Doug came down from Scotland playing all the golf courses enroute with Tom Garaghy and stopped off a day in Madrid to see a bullfight.

The 'Don Juan' cast will include several Spaniards who can speak English, if he can find them.

EDUC'S 'VIENNA' SHORT

Educational has bought 'A Stroll Thru Vienna' from Arthur Ziehn for American distribution.
It's a two-reeler made by Robert Stolz in German. An American talking voice will be added for local distribution purposes.

Nazis O.K. 'Red Dust'

Berlin, Oct.
Germany has changed its mind on 'Red Dust' and allowed Metro to release it. Film was barred twice before.

Metro is planning a big campaign on the picture, announcing it as Jean Harlow's German debut.

German Exhibs Forced To Buy and Run Relief Films; Profit to Govt.

Berlin.
Film propaganda on an unprecedented scale was released in the interest of the government's winter relief fund this week. Four shorts made by Ufa, Europa, Terra, N.D.S. and Aafa were distributed in 1,500 prints all over the country, the federal association of German picture theatre owners at the same time publishing minute regulations governing in detail every phase of the propaganda campaign.

The entire organization under the supervision of the ministry of propaganda is run according to the 'leader principle.' Regulations are drawn up and carried out without arguing; all exhibs are in the compulsory organization and have to obey orders.

Between Oct. 18 and Nov. 4 all German theatres have to show these pix. Reels are sent C.O.D. and must be accepted. Cash goes to the ministry of propaganda, also any surplus remaining when costs are deducted.

London Area to Have First De Luxe Cinema

London, Oct. 30.
The Eyre Estate, which owns much land in the northwest section of London, has just given a lease on a large plot of ground at Swiss Cottage.

It is proposed to erect on the site a large picture house, modern flats and shops. There is not a picture house within a mile of the location, the nearest of any consequence being Golders Green on the north; Camden Town on the east, and Kilburn on the west. Many attempts have been made to secure property in the Swiss Cottage district, but the price has always been regarded as prohibitive.

Considerable mystery surrounds the new lessee. It is understood, however, that the scheme is sponsored by Oscar Deutsch, the head of a circuit of picture houses in the Midlands and that an announcement will be made of the venture until he has completed the plans for a stock issue. Understood the theatre will seat from 2,500 to 3,000.

'Song of Songs' Banned

'Song of Songs' (Par) has been banned in Australia, with authorities refusing to allow even the trimmed version for distribution. Paramount had expected possible trouble in England on the film also, but it passed there with about 10 minor cuts.

MEX. CARUSO STARS

Mexico City, Oct. 27.
National M. P. Production Co., pioneer native producers, have just released all-Mexican feature talker, 'Su Ultima Cancion' ('His Last Song'), tale of the tragic life of Roberto Limon, famous Mexican tenor.
Film star, r. Ortiz Tizado, Mexico's Caruso, was megged by John H. Auer.

PASCAL LEADER, THIELE MEGGER

**Sponsor Was Once Leading
German Indie Producer,
Has Done Subjects in
France and Austria—
Ready to Make Four
Subjects—Operations of
Group Kept Quiet**

ONE WITH JERITZA

Group of German Imers, exiled from Germany by conditions there, are in New York to begin production of four pictures. Group is headed by Gabriel Pascal, who has already produced films in France and Austria since leaving Germany. Pascal, a couple years ago, was one of the leading German independent producers.

For his first film Pascal is likely to do a picture starring Jeritza, opera star. Wilhelm Thiele, another ex-German, will probably direct this one, he being under signature to Pascal for one film in New York.

Group would like to do the Jeritza picture first, but is being held up by uncertainty as to the diva's availability at the present time. Mme. Jeritza is under previous signature to the Schuberts for a musical.

Diva Difficulty
Arriving in New York several weeks ago to start rehearsal on this she was given a Sigmund Romberg score to get working on, but turned this down cold, telling the Schubert freres that she didn't like the music well enough. In attempting to hold her they are understood to have started paying her a salary last week, even though they still haven't a substitute show. Supposed to be arranging for American rights to a Strauss operetta, unnamed.

If Jeritza doesn't have to do the show right away Pascal's picture will get started within a week in Astoria. If she's occupied he'll start on something else, biggest difficulty being that he wants Thiele to do the picture and will have to get Thiele busy on something else to keep him.

PAR GIVES SCHOOLING TO NEW FOREIGN REPS

Paramount has reverted to its old system of giving men for the foreign department, a thorough American training before sending them out into the field. First under the new deal is J. C. Bolloten, who's been brought over from London.

Bolloten, recommended by Paramount's London office, has been put into the regular Paramount New York exchange, where he will work for six months or so. When finished with this apprenticeship he will go out, probably to the Far East.

Dubbing Sub-Sea Film

J. H. Hoffberg Co. is having a Spanish version made of Williamson's 'Beneath the Sea.'
Jack Lustberg, company's g.m. in South America, is arranging some road show companies for the film in that territory.

WB Resumes Foreigns

Hollywood, Oct. 30.
After two years' inactivity in foreign production, Warners is to resume with a Spanish musker starring Enrica Caruso, Jr.
Hans Blanche will supervise, with the story as yet unset.

Mandelstamm On Spec

Baron Valentin Mandelstamm, who used to be the French government observer in Hollywood, left New York last week for the Coast. Mandelstamm has no further connection with the French government.

Fuller's Plane Jump Home Reported Move to Break from GT Combine After Product Source Study Here

GERMAN NEWS EMBARGO

Poland Forbids Nazi Clips on National Screens

Warsaw, Oct. 20.
Poland has officially ordered all German clips out of newsreels. That goes for shots taken in Germany or about Germany.

Letter gone out to all newsreel companies in New York, Paris and other spots to keep the new regulation in mind.

Australians Ask Preference for British-Mades

By ERIC GORRICK

Sydney, Oct. 1.
Believed here that a certain section of the community will make an appeal to the government to pass legislation to ensure a more widespread screening of British pictures.

It is learned that at the next conference held by Premiers from all states, a motion will be put to give Commonwealth Government the power to legislate in all matters concerning the picture industry, particularly in respect to British production.

Taking a survey of the position covering Australia, there are more theatres running British pictures than any other country in the world. And very soon two more theatres will be built to carry films from England. In New Zealand the British position is very strong and promises to go still further ahead. With all managements ready and willing to play the good British picture, it is puzzling to understand why governmental meddling is being sought.

Producing in High
The local field is at a very high level at present with all studios working at full pressure. Australian producers say they have discovered there is a good market for the home-made stuff.

Sydney Trade
Quality film fare finding a ready response at the b. o. 'The Good Companions' is pulling best trade to the Prince Edward in months. Figured around six weeks. 'Tell Me Tonight' dropping after 17 weeks, but will stay awhile yet. 'Kid From Spain' clicked four weeks. Will be replaced by 'Kiss Me Again.' 'Secrets' is proving a smash. 'King of Jazz' comes into Plaza for a run try this week.
'When Ladies Meet' opened successfully and should do well.

Melbourne Bills
Business is high in this city. 'Tell Me Tonight' (6th month). 'Good Companions' (6th week). 'Kid From Spain' (2nd week). 'Yes, Mr. Brown' (2nd month), are all well up in money class.
Others doing well include: 'Pe-o My Heart,' 'Double Harness' and 'Cabin in Cotton.'

Moscow's 1st in Color

Moscow, Sept. 30.
First Russian color film 'Nightingale' is ready here and is causing considerable trade interest. 'Nightingale' has been released publicly yet.
Nicolas Ekk, director of the 'Road to Life,' made 'Nightingale' with a new color process.

Mme. instein's Theatre

Paris, Oct. 20.
Helena Rubinstein, the cosmetician now in New York, owns and operates the Theatre 218.
Mme. West's 'Tidy Lou' ('She Done Him Wrong') is in its seventh month here and big profit-maker.

Benjamin

Australian theatre operator, suddenly called off all his plans in New York, London and elsewhere, and sails immediately for Sydney. Back of his sudden move is a reported intention of enlarging his circuit of houses and going back into business on his own, rather than as part of the Hoyt theatre amalgamation.

Sir Benjamin, when joining in the move which took in about all Australian theatre circuits in a giant merger, had a clause put in reserving his right to remain on his own when and if he wanted to, or to return to that status at any time. He came to the United States some weeks ago to assure himself that he would have sufficient product if he strikes out on his own again. With that in mind he has spoken to about all the major film companies.

With his sudden decision to return, he flew down to Panama last night (30) to catch a boat from there. This is seen as a move to rush back and straighten his home work before the projected arrival in Australia of some important American film-men. Among these are Arthur Loew who is sailing on the Marlboro one week later, and John L. McCurdy, new Columbia appointee to the Anzac territory, who will be on the same boat. Understood there is also a Paramount foreign expert and two Warners enroute there.

Change of Plan
Charles Munro, head of General Theatres, and the theatre amalgamation (Continued on page 54)

BRITISH SHIP MAGNATE WOULD BUY INTO FILMS

London, Oct. 31.

Dan Sickle, American grandson of General Sickle, has been quietly negotiating the purchase of a large interest in the London Film Productions, Ltd., on behalf of J. Spencer, shipping magnate.

L. F. P. Ltd., was formed some three years ago with a capital of \$500,000, and its directorate includes Alexander Korda and George Grosmith. Sickle is ready to purchase the 48% interest held by John Sutro, representing second debentures.

When L. F. P. Ltd., were making 'Life of King Henry VIII' they found themselves needing more money to finish the picture, and opened negotiations with Italian financiers. This resulted in Senator Topitz, former head of Pittaluga Picture Theatres, obtaining a first debenture interest in the film company for \$125,000, and a sharehold of business.

If the Spencer-Sickle deal goes through there will be important changes in the directorate of L.F.P.

German Shortage Eases Anti-Twin Bill Rule

Berlin, Oct. 21.
Reich's Film Chamber has amended anti-double-bill measures, shortage of supply being felt. Statement just published announces that exhibs will be allowed 1,600 meters outside the feature, the newsreel and an educational.
Film Chamber calls attention to the fact that this arrangement will only be valid until July 31, 1934. On Aug. 1 the former regulations going away with double features will be reinforced, no more exceptions will be permitted.

AMERICA REELS AGAIN BEFORE THE WHIP-LASH OF HIS



"FOOTLIGHT PARADE'S" SUCCESS DUPLI-
CATED IN DRAMA BY WARNER BROS.

A FIRST NATIONAL PICTURE. DIRECTED BY MERVYN LEROY. VITAGRAPH INC., DISTRIBUTORS

Fury

Muni of searing "Scarface!"... Muni of Slashing "Fugitive!"... Again the raging fire-brand storms the screen... riding rough-shod through a world of Women. CRASHING ALL RECORDS AT N.Y. HOLLYWOOD IN "A PICTURE TO CHEER ABOUT... EASILY ONE OF THE FINEST REFLECTIONS OF THE AMERICAN SCENE WHICH THE SCREEN HAS YET ACHIEVED" (N.Y. WORLD-TELEGRAM)... "UNQUESTIONABLY A SUCCESS" (N. Y. SUN)

PAUL MUNI

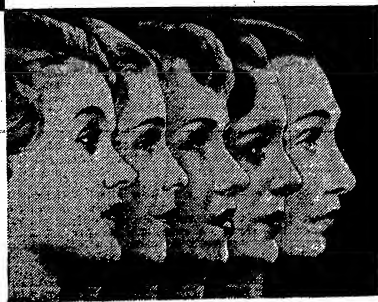
"THE WORLD

CHANGES"

5 Women

held his destiny in soft white hands—hands that sought to strangle his flaming soul

ALINE MACMAHON
MARY ASTOR
MARGARET LINDSAY
PATRICIA ELLIS
JEAN MUIR



JEFFERSON, B'HAM

Birmingham, Oct. 24.
After nearly a year's run of pictures and dramatic tab, a policy that had been successful but faded because of the long run, the Jefferson this week is seeking to prolong life at the local theatre by offering a new type of picture. Paul Reno's 'Maxine Ballyhoo Revue' opened Saturday (21).
Show running 55 minutes proves to be a nice little independent affair which has been running pretty steady the last year or so. Reno has some fairly good people.
Outfit gets its name from the m. c. female who conducts the orchestra. Crowd enjoyed the show but it has been so long since Birmingham has seen anything that resembles a leg show, the people would probably applaud a chorus of p. g. less. But his chorus of six isn't bad looking.
Reno, standing in the wings unseen by the audience, drives the show from behind the scenes. He and Spradling's orchestra is on the stage. Another (house) orchestra is in the pit. Routine is typical of a picture outfit. There's the opening chorus, then a bit consisting of crystal gazing and wishing act where the comic wishes for a bottle, etc.
Cridler and the orchestra acrobats, do a pretty fair jumble of a table and chairs.
Every show of this kind must have a blackface, and Bob Deane is the sermonizer here, preaching from a Sears-Roebuck catalog. After the sermon he introduces the gang. Three Danny Buddies, two girls and a man recited fairly well. The team of Tex and Viokey doing songs, make the biggest hit of the show.
Detailed account of the show would be merely repetition of what all shows of this type do. By working hard and if thrown together with a reasonable amount of care and ability, it clicks.
More or less of a small town show, it has a chance here, despite the population. The boys that know it all said last week that the picture comic tab show would never go here, but it went a year. And when a city the size of Birmingham will pay to see rube stuff, she am flesh hungry.
Picture, 'Hypnotized' with Moran and Mack. Business moderate.

ORPHEUM, N. Y.

Saturday matinee started with a mishap. Don Valerio performing on the tight wire took a nasty setback from standing to straddling position when the pulleys holding the apparatus slipped an inch or two. Valerio got to the ground okay and was able to give the stagehand a dirty look and walk off. But he couldn't finish.
Jordon and Stone stepped into the breach with their radio burlesque in 'one'. Some of their satire is pointed and pert but the show is a collection of moments Jordon and Stone don't quite hold the note of buffoonery they try to strike. Yet, in general, their material is broad and familiar enough to get over with a nabe audience.
Both the Arthur and Morton Havel and George Beatty turns have recently added material inspired by and concerning Mae West. Havels have a blonde gal doing an impersonation, optically fetching but some distance from the Mae West style of conversation. Beatty sings about 'Diamond Lil' in place of his former sailor number about the destiny of statues erected in public squares.
Havels and Beatty made them relax their Germanic stolidity a bit, but when caught the house was no actor's paradise.
Revue brought the proceedings to a colorful terpsichorean conclusion.
Attendance fair for afternoon.

ALBEE, B'KLYN

Still wrestling around with the stage policy here and obviously arriving no nearer to a solution. Current week finds the scenic inventiveness and costumes in the house built presentation up a few notches, but little in the way of punch diversion. At Saturday's second matinee there were lots of people, motive and sound, but the show was out where the payees nestle the placidity remained pretty well undisturbed.
Only two acts from vaude pants intrude upon the nice scenery that the house producers have put together for the current stanza. They're Joe and the Michon and Richy Craig, Jr. the latter still accompanied by the titian-haired looker-stooge. Each turn collected an occasional giggle, with the response rating low. The house is considering the task each had of first having to overcome the somnolent state into which the preceding scenes from the house presentation put the customers.
House presentation allocates itself the opening spot. Scene is labeled 'Bohemian Nights' and mixed up with the act of the Michon and Richy Craig, Jr. the latter still accompanied by the titian-haired looker-stooge. Each turn collected an occasional giggle, with the response rating low. The house is considering the task each had of first having to overcome the somnolent state into which the preceding scenes from the house presentation put the customers.
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makes a bright flash. In front of a Dutch setting the house line of 24 youngsters in white, blue and red, through a rhythmic clogging with the movement and costumes, both making it easy on the optics.
For the final four minutes an entourage disports themselves before some down country sets in what is supposed to convey the idea of an old-fashioned Halloween party. A sextet of four instrumentalists ply both hill-billy and Tin Pan Alley tunes, eight lads first delivering themselves of a scarecrow eccentric and then of a dance. The show ends with the limber toes does some more prouetting, the line of 24 prances about and the mixed chorus let themselves be heard in a couple of old-time airs.
It all makes a nice splash of color, but as for the stripe of entertainment that brings me to life in the theatre, it is something that the producers overlooked. Applause that greeted the end of this thing was less than negligible.
Screened last week combined 'Aggie Appleby', Maker of Men (Fox), an RKO short, 'Tilrinn' in the Park and some newsclips. Business at the Saturday second, much the same.
Ode.

FOX, DETROIT

Detroit, Oct. 23.
Adhering to the usual routine variety type of show, this one is an example of how it should be done for audience amusement. And this in spite of the fact that the show is a little out of the run of as part of the bill. The fur show-angle alone is an unusual one in that it doesn't slow up the show as much as it usually does. In fact, as done, it has a certain amount of entertainment quality.
Show looks good on paper, listing Lillian Roth, George Price, Bill Aronson, Jules and Josie Walton and Jack Starns.
All of the acts have been absent from the stage for years except Bill Aronson, who has played here several times lately.
Lillian Roth is playing her first week behind the footlights in a year. The layoff hasn't harmed her at all. She seems to have all she ever had, with a little added. With a nice gift for selling a song, she does one from her picture 'Take a Chance' that is a dard and sends the dot over for plenty of applause. A nice touch of couple of gals surrounded by songs and imitations.
Aronson, who made his stage debut in town almost two years ago, has improved plenty since last seen here. He has added singing to his act and it fits in nicely with his radio work.
Jules and Josie Walton haven't been seen here for several years, whereas they formerly played here. They are a good team and offer a nice novel radio effect adagio with three men and a girl, with one man in black and invisible.
For the overture Sam Jack Kaufman uses the Fox chorale group for 'Desert Song Melodies'. Lee.

Paramount, Omaha

Omaha, Oct. 26.
Third time in as many weeks Omaha audiences have been offered a stage show along with their picture. The Paramount picture mount is billed as 'Hollywood On Revue', and carries James Hall and Agnes Ayres to justify the title. Personnel is made up with Ben Kane, Twining Joan, Jerry and Billy, Jones and Hull and a chorus of 10.
Hall is on the stage throughout the production, which holds the stage for a few ticks over an hour. He performs as master of ceremonies, tells a few jokes, clever though not snappy or bantering, sings a number and plays stooge for Miss Kane. He serves in these capacities capably and keeps show moving at a good pace.
Miss Ayres appears mostly for the sake of reminiscing. She gives a short biography of her film career, and the hand she's given in the picture shows her memories. Winds up with a vocal number, imitating Pola Negri's 'Paradise'.
Miss Kane does the most personable and full mix dancing and fooling with Hall. Rose Twins offer songs, with gestures. Joe of Joan, Jerry and Billy carry stock in the show. The picture is carried up to the par of this show. Mentioned in introduction that Joan has doubled for screen's Crawford. The comedy, the Ted Healy and stooges type.
Outside of a few loose fringes, evidently opening 'hitches', nit moves readily along. There is a tinge of class throughout that will help toward customer satisfaction. Nothing exceptional is offered, nor is there any reason to expect. The invention lets the school kids out Thursday (opening day) and Friday. Theatre was jammed with people for three days.
Picture 'The Way to Love' (Par), a Screen Souvenir and Paramount News. Theatre resumes its straight picture policy next week with 'Broadway Through a Keyhole'.

ORPHEUM, DENVER

Denver, Oct. 26.
As usual, the band is on the stage for the vaude and the 16 girls imported from the Fanchon & Marco Hollywood studios. Ben Black is the new girl, and she is a good one from the results, he's doing a good job.
Crosley and Violet, pair of larlat tossers, open the bit and do a fat job. Penny Ross is here for his third and final week as m.c. Ross sells the show to the crowd nicely, and if any of the crowd get across it's the fault. Ross plays the violin in a comedy bit with the band.
The line, brassy and girdled, with long trains hooked onto the girdles, black sleeves and hats, go through the motions, but they're too slow for the crowd that's used to such numbers. This routine is used mainly for an introduction to the dancing act of Dave and Hilda Murray, who open with a novelty waltz with a neat finish. Their imitations of the dancing act of the band. Eddie Lamert headlines, and wearing his oversize clothing, off-color toupee and rowboat shoes, he takes the crowd into a vicious, making a lot of noise. Ends suddenly. A blonde femme acts as a foil and the act wins the crowd before it's over.
Ross does a bit of advertising in the introduction of the final appearance of the line, calling attention to the fact that the girls are going to be riding on the Pansy bicycle shop. They ride in circles around the stage, small circles, circles with two abreast, three abreast and four abreast, and lines of four in each line. For a comedy finale the cast ride across stage on tricycles, and for the first time since the show started, the crowd gets a laugh out of a finale. Usually they merely walk on, take a bow and the curtains close.
Overture from the pit by Fred Schmitt and his old union orchestra is 'Musical Gems from Italy' well played.
Saturday's Millions' (U) on the screen.

HOLLYWOOD, L. A.
Hollywood, Oct.
Well-balanced stage show with a sock personality. The girls, who were riding on the Pansy bicycle shop, they ride in circles around the stage, small circles, circles with two abreast, three abreast and four abreast, and lines of four in each line. For a comedy finale the cast ride across stage on tricycles, and for the first time since the show started, the crowd gets a laugh out of a finale. Usually they merely walk on, take a bow and the curtains close.
Overture from the pit by Fred Schmitt and his old union orchestra is 'Musical Gems from Italy' well played.
Saturday's Millions' (U) on the screen.

McNaughton is an ace straight as Bottle the butler. If given an opportunity to enter into his own, as demonstrated once when he did the 'Three Trees' bit. All in all, a great setup and perfectly suited to the character.
Show opens on heels for Ames and Anno with their knock-about business. Only time the act slips is when the girl talks, Buck and Bubble, who are very funny and speeched themselves away. Same material but it couldn't be better. For ease and effectiveness on any vaude stage they're a pleasure.
Sub-billed to Baker is Irene Beasley, out here in Chi on an RKO sustaining role. A billed, she's truly a tall girl with a throaty pair of pipes and a personality.
Ann and Robinson and Martin close with dancing turn that is continued well for a fine opening flash and builds to a Chinese number for a punch. Ann Vickers' (RKO) feature.

PARAMOUNT, B'KLYN

On the marquee at this theatre currently the white lights proudly spell out 'Kazoo Chorus of 4,000'. The show is a press stunt billed above the regular show. And not such a bad stunt, either, march by the gate they're handed kazoo by an usher. The kazooes come gratis via a shoe-store tieup. Stan Meyer, the house show, walks the kazoo in accompaniment of some hand numbers. If there are 4,000 people in the house that makes a 4,000 person kazoo chorus.
The show itself is a pretty good one. As it happens, it could stand up on its own.
Stage production starts with Stan Meyer doing his stuff. His band is on stage and the chorus sitting around tables. The audience whistling and patting with the band. The kazoo chorus boy for a Florodora band.

ber nicely staged with the girls in their Western outfits.
Bobby Bernard starts off the talent parade with a quartet of songs. Nice pipes and plenty of power, but of course, as an Al Siegel protégé, which probably makes no difference whatever, but the kid will go places.
Lowe, Bennett and Wesley follow with their dance foolery. Grand takeoff stuff and good for a lot of easy laughs. Consuelo Gonzales, next, is a Mexican or Spanish gal who sings well, although acting a bit too cute.
Stoopnagle and Budd, from radio, got a big reception from the Brooklynites. They evolved a very good vaude act by now and have a lot of fun. The takeoffs on various other artists are especially good.
Cherry and June Priesser close with June's tumbling, as usual, leaving the audience howling for more.
The line returns for a cute, finishing number, with everyone joining in. Show runs about five minutes too long, and Saturday afternoon, with a trimming, necessary in the opening appearance of the Stan Meyers outfit. 'Emperor Jones' (UA) is the film. Kauf.

PALACE, CHICAGO

Chicago, Oct. 27.
This is the second week of Phil Baker's return to the stage after an absence of some nine months. In which time he has grabbed himself a microphone and sponsor, so that any time they see an Armour property, the kind of record show. He's now the Armour-Star-Jester in all ad copy and has radio pals, again according to the ads, but he still remains a well-rounded show. He doesn't need microphones or radio build-ups; he doesn't even have to call his stooge 'Beetle'. All he needs is a well-rounded and somebody up in the box.
Baker's show this week is much better than last. He's done away with those ideas about production, particularly that line of girls that weighed everybody down. Instead they've given him some genuine vaude acts and among them a very nice turn in a comedy. Through it all there's Baker welding it into revue style. Done in an intimate manner that brings every possible bit of entertainment out of the big show. Baker is headed for a bigger gross this week than last, having them, crowded in the last week, and a very good one. Last week tossed in a hearty \$29,000, big at this house on a four-day policy.
Baker surrounded himself on his own with three excellent helpmates, his box stooge, Mabel Albertson and Harry McNaughton. All clean-cut performers. Miss Albertson has every element of a mimic, a dramatic actress; can do comedy from hoke to satire, sing a ballad or wring a tear with pathos. She's a very good one in the vaude show. She does a Mae West. She's singing 'Office Girl Blues', which has them sold on the bell. And she's easy on the optics.
McNaughton is an ace straight as Bottle the butler. If given an opportunity to enter into his own, as demonstrated once when he did the 'Three Trees' bit. All in all, a great setup and perfectly suited to the character.
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Ann and Robinson and Martin close with dancing turn that is continued well for a fine opening flash and builds to a Chinese number for a punch. Ann Vickers' (RKO) feature.

STATE, L. A.

Los Angeles, Oct. 28.
Except for the 'Pickens Sisters', who smack across the stage and return, the 45-min. stage show is weak and padded. Consisting mainly of an ad lib cross-fire between Ed Lowe and Edna, the material isn't strong enough to make the grade. The boys indulge in too much kidding stuff and not sufficient wov. The show is a waste of the west coast debut with some smoothly routined numbers and the gals know how to put individually into songs.
Only other act on the bill, Dick and Edith Barstow, score with their toe-tapping and winging. Boy's toe stepping on a flight of stairs finishes act with a bang.
Band music is good, but reading lyrics from a sheet of paper didn't help Lowry's vocal chorus. Single act was a flash, the finish, is ok but average.
'Jomshilly' (Metro) dragging in at odd capacity houses first two weeks. Hearst McNaughton and an advance trailer wind up proceedings.
Lery.

LOS ANGELES, L.A.

Los Angeles, Oct. 28.
Faced with the problem of keeping what steady patronage it has, the L. A. William Fox's house has swung its policy to a new type of thing, and it's about to sing a feature and six acts of vaude. A short distance up Broadway, the Orpheum is double billing slough major product, and it's about to sing a feature and six acts of vaude. To indicate the condition locally, Bert Levey is booking both houses.
L. A. is the swanky house of the coast. In fact few theatres in the country can compare with it in beauty. But looks don't pay dividends. After the Gumbelers were moved out by the sheriff, Fox, who had a lease on the property, took the house. Unable to get a major product, it has plugged along on the dual policy for a year with a 15c admission all day. Grosses averaged around \$20,000 a week. Then came the dawn with the Orph casting its shadow, a big 25c sign for its show.
The house, which would attract picturegoers, its evening price dovetails to 25c and sells the entire house at mats and the balcony evenings for two bits.
Current bill has little enteralment to offer, with the exception of Gresham and Blake, the latter a talented girl on the order of Pert Kelton, who would attract picturegoers. Fair gather the major hand in the show with their hoke clowning and chatter, reminiscent of many another vaude act.
The show is a waste of the west coast debut with some smoothly routined numbers and the gals know how to put individually into songs.
Only other act on the bill, Dick and Edith Barstow, score with their toe-tapping and winging. Boy's toe stepping on a flight of stairs finishes act with a bang.
Band music is good, but reading lyrics from a sheet of paper didn't help Lowry's vocal chorus. Single act was a flash, the finish, is ok but average.
'Jomshilly' (Metro) dragging in at odd capacity houses first two weeks. Hearst McNaughton and an advance trailer wind up proceedings.
Lery.

MAINSTREET, K. C.

Kansas City, Oct. 26.
Watching the audience reaction to the performance of Rosalie, fan dancer, and Mona Leslie, the 'Nudity in Gold' girl, is more interesting than watching the acts. Not that there was any vulgarity shown by either girl, but both were plenty nude and did not hide it under dim lights.
Capacity audiences at most of the shows received the acts with but little enthusiasm. The girls, who tomorrow acted like they were stunned by the generous display; but that is what they came to see and there were no complaints.
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Tuesday, October 24, 1933

PICTURE GROSSES

EXPERTS ANALYZE

No Outstanders in Philly This Wk.
Biz Average; Stanley Straight Pix

Philadelphia, Oct. 24. (That is figured: Last week 'Too Much Harmony' (Fox), \$3,000, not quite what was hoped.

Bill Robinson is a real colored feature in some times, should y, although the picture, shapes up fair. Not over

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Stanley (\$3,700; 40-55-75), 'Way to Love' (Fox) and stage show. Amos and Andy headliners for last stage show house will have \$18,000 indicated. Last week 'Night Flight' (MG) and Morton Downey disappointed only \$10,000.

Iceberg' (U). Plenty of plugging and special ballyhoo. Hard to figure, may surprise and hit \$14,000 which is very big for house. 'Stage Other' (MG) only \$7,500 and 'fig' ed for a grand more.

4DE-MAL HALL?
ADE TO 40G, F

'VARIETY' USE
TO CHART

Figures for P
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Folio



Dear 'VARIETY:'

WHAT

kind of figures is
dese ?

Dis is costin' us \$400.00 for dis page
—cause you is wrong.

De truth is—WE GROSSED

(Not including Gov't Tax)

\$28,851.00

at de Stanley, Philadelphia
which 'cording to de manager is de
house record fo' de past 101 weeks.

Please guess closer dan you is been
—dis is our last \$400.00 correction

AMOS 'N' ANDY

Man They Couldn't Arrest

Helber production and release. Based on the story of 'Seamark.' Directed by

T. Hayes Hunter. Cast: Hugh Wakefield; Gordon Harker, Garry Marsh, Nicholas Hannen, Robt. Farquarson, Renee Clama, Dennis Wyndham. At Loew's New York, N. Y., one day, Oct. 24, on double bill. Running time, 66 mins.

About the only apparent reason for sending this British film to this side is the supposition that a brisk story might offset many other faults. But the handicap is too heavy to get this one over in most spots. Not strong enough for solo billing and no help as a double.

Story is of the familiar type in which an amateur shows up Scotland Yard. In this instance it is an individual known as 'The Ghost' who has invented a receiving machine that will permit him to tune in anywhere without radio. He listens in on criminal bands and passes the tips to the police. He is particularly bitter against the Black Pearl gang because his fiancée's father is mixed up with them. The man is killed in his rooms when about to squeal and the bulk of the footage is spent

Apart from the fantastic machine and the elaborate devices used for self protection, the yarn is well spun and even in clumsy hands still holds speed and suspense. But with that the last kind word is spoken. Photography is poor, cast is badly directed and the sound is

In an effort to overcome the prejudice against thick English accents, the picture has been dubbed here in New York in American. The result is that the words from the horns seldom match the lip movement on the screen, sometimes the words are the same but it is painfully evident that the sound is out of synchrony and the effect is distressingly bad. This dubbing idea is being applied to a number of English films.

Acting is overstressed in gesture and glance and stride. It's all the showboat school of acting and that's not to be blamed on the actors. It's the direction seeking to be impressive.

Some of the settings are elaborate and a couple are sufficiently well lighted. Picture was made in 1931.

Chic.

Squatter's Daughter

(AUSTRALIAN MADE)
 Sydney, Sept. 26.
 Cinesound Production's picture, distributed by British Empire Films, directed by Ken G. Hall. Cast: Grant Lindsay, Jocelyn Howarth, George Cross, Fred McDonald, Lane-Balliff, Dorothy Dunkley, Katie Towers, and Owen Ainley. Photography by Capt. Frank Hurley. Running time, 107 mins. Previewed State Sydney; Sept. 24.

Undoubtedly the best locally-produced picture to hit the screen over

Undoubtedly the best locally-

duced picture to hit the screen over here. 'Daughter' should prove to be a b. o. attraction of the highest magnitude. Picture has been adapted for screen by Gayne Dexter from the old legit version by Bailey and Dugan. Although story is rather trite, and dialog on weak side, careful direc-

tion by Ken Hall and magnificent photography by Frank Hurley put the picture up into front class. No more beautiful photography has been seen in any picture—foreign or otherwise. In Jocelyn Howarth, Australia has a fresh and charming young actress who should go far. The acting by the entire cast is far above any other Australian-made

'Daughter' reception in any other overseas country, excepting England, is rather difficult to judge. American audiences might possibly find the out-of-doors atmosphere refreshing, or again, Americans may be puzzled to know just what it is all about.

Story deals mainly with the sheep industry as practiced in Australia, and simply tells of the fight by one ranch owner to gain control of another ranch and the strong fight undertaken by a girl to prevent this happening. In Australia ranches are known as Stations, and owners as Squatters—hence title. Pictures despite ranch atmosphere in not

To young Hall goes a lot of credit for producing. He lacks the finesse of Hollywood, but his work shows decided promise. **Rick.**

MAN OF THE FOREST

Paramount production and release.
Adapted by Jack Cunningham and Harold
Grimm from Zane Grey original. Di-
rected by Henry Hathaway. Cast: Gary

... Randolph Seale
ett Dale Yerna Hill
nce Gynnor..... Harry Carey
nce Gynnor..... Nonh Reese
nt Bosley Barton MacLan
lvey Buster Crabbe
gs Guinn Williams
k Casino..... John R. Ford
o Janche Fritler
s. Porney

...whether the laid man, Noah Beery
(Continued on page 25)



Entrancing as an Angel
Dangerous as the Devil!

CONSTANCE *Bennett*

"AFTER TONIGHT"

with

GILBERT ROLAND

As "K-14", Spy! . . . she bewitched men's hearts and sent regiments to their death! But her own heart was crying out for the man she must now betray!

★

That glamorous lady, Constance Bennett in the arms of Gilbert Roland will send tingling thrills up and down the spines of your feminine audience for they've never seen her more alluring . . . or love scenes more tantalizing . . . than in this stunning tale of a spy in love and a conqueror the captive of his prisoner!

★

S. R. O. . . . BANK ON IT!



RKO
Radio
PICTURES

Directed by George Archainbaud
MERIAN C. COOPER, Executive Prod.
H. N. Swanson, Associate Producer

EXPLOITATION

By Epes W. Sargent

Plugging 'Bowerly'

All over the country they are going after 'The Bowerly' with everything in use thus far except the 'No bull' gag and that's liable to happen any moment. In Atlanta Loew's brand used the candle burning stunt that was originated for Norma Talmadge in 'The Eternal Flame' some 15 years ago. This is the large taper with the patrons trying to figure how long it would burn. Used in the lobby the day before the opening, with cards on which to make estimates. The big noise, however, was the parade of a dozen pre-war autos all banneted to the effect that the occupants dressed were old time fan tunes were on their way to see the picture at the Grand. Papers were kind, and the press book swelled.

In Syracuse Loew's State made the main hook to a brewery with a bar in the lobby with free drinks and ditto lunch, with 30 of the big beer trucks lined up for the parade the opening day. Students of the University were urged to participate in a Bowerly costume contest and the student and led the entrants from the campus to the theatre where the decisions were made and prizes awarded.

Another gag was \$5,000 in trick cars, banded by Chuck Connors Special, with 200 window streamers used by a soft drink dispenser.

Strong on Streamers

Elmer Bryant, of Loew's, Richmond, Va., went heavy on window streamers on 'Footlight Parade'. Used other stunt but concentrated on the window idea brought 1,350 pasters.

Of these 400 were printed by the theatre for a newspaper drive, using all to patronize advertisers in the 'News Leader' with additional copy for the printing but the newspaper did the placing. A like number of windows were sniped for Lux soap, telling that most of the troupe scrubbed with that brand, and 200 in another style, and 200 in a magazine in stores and on news stands. The last batch of 350 touted a brand of coffee carried by a chain of groceries. That doesn't count the taxi window streamers.

A corset outfit driving on its goods in a big department store put out three girls in shorts to play the tugger game, and a car with a dance hall hook-up on the cartoon strip.

There was also a throwout of 100 balloons each with a herald. And announced that 100 of these would contain coins. Mostly pennies, but with a few nickels and dimes. Cost only \$3 in cash, which was better than giving away 100 passes.

Drawing Contest

Warner's press book on 'Ever in My Heart' was used for ready made ads which can be made the basis of a slightly different drawing contest. These are the 21 and 23 cuts which offer the features and a bit of the culture of Barbara Stanwyk instead of the full face. Cut is the same in both numbers.

Route away the two banks of type which intrude, center the features on a sheet of paper and offer prizes to those who make the best job of finishing off the portrait. This will attract many persons who would not attempt to do the complete face. Given the features for a starter, the remainder looks easy. They'll get interested, and they'll have to look at the picture to use as a model, which will center attention on the title.

It's a good tie-in for a newspaper and an easy way to snatch at least a double-column break. Start it a week ahead of the picture and it will bring better returns than any of the usual straight drawing contests. Also it will supply material for window work if the sketches are placed around town.

Sell Early

With most theatre patrons following the stars and Charles Laughton scarcely in that class through his Hollywood work, it is going to take some selling to get the business the way it is drawn to 'Henry VIII'. There seems to be small question as to its ability to please once they're in, but the combination of it will supply the English names is a problem where the star system prevails.

Deferred dates should get hold of the press notices from the start, if possible, and contact the editor on the idea that there is something the public should not miss. Don't make the generally fatal mistake of overloading. It is patent that the picture is well worth while. Get the editor to start off with an editorial congratulating the town on getting such a picture and then make the hope that the attendance will warrant the managerial action in taking a

chance. In other words, intimate that if they don't swarm out it's a slap at the town's reputation for being wise. Campaign along that line, but avoid giving offense by speaking too plainly. Don't tell them they're probably too dumb to enjoy it. Expensive picture, in your belief that here's a town with real appreciation and culture. That ought to get them.

Plugging 'Keyhole'

Newspaper man who happened to light in Syracuse was so impressed with a couple of stunts used by Manager Shaw, of Lowe's State, that he shoots them in. Both are adaptations, but with new angles. First was for 'Broadway Through a Keyhole' tied into the NRA Buy Now drive. Department store was promoted for a 'keyhole sale', taking a couple of stunts and announcing that on the day before and on the opening day each purchaser would receive a key. Some of these fitted a door set up in the lobby of the State. If they opened the door, they could enter the theatre as a guest. There were about 150 practical keys which were mixed with the other keys at intervals. Cost of the 150 admissions was far below the value of the space given the attraction in the page display, not to mention the word of mouth publicity.

Other gag is a regular Monday stunt. Each of the city's 50 schools selects a child to appear in the show the previous week has been outstanding. These, with their parents, are guests of the theatre with the winners can be presented to the audience. Each receives an orchid supplied by a local florist. Keeps interest alive in the schools. Flowers are promoted, which generally are not missed on a Monday night.

Curiosity

To get attention for an attractive title, a manager started early with a sign in a store window. Sign was a flap with the flap down reading, 'If you want to know what's the next big feature coming to the Strand, pull the cord.'

Top of the window was pierced a permit a cord and tassel to drop invitingly. Pulling the cord raised the flap and gave the title and sales details. But that wasn't all. It rang a gong, changed the window lighting from red to white and started a dancing band.

Light change was accomplished with a two-way switch attached to a spring. When the cord was pulled it cut out the red circuit and threw in the white, the lights going red when the string was released.

It all looked so mysterious and intriguing that it surrounded the play title, and the picture was more than half sold before the regular campaign commenced.

Follows the Films

Edward G. Robinson of the Crosby-Gaige outfit is to work on his current production, 'Ten Minute Alibi', in pretty nearly picture fashion. He arranged for tieups with various manufacturing concerns, picking on just about every article connected with the time element, such as clocks, etc. Even got a clock made to tick to the tune of the effect 'so many minutes for this broadcast. In that much time a perfect alibi can be prepared—or can it?

Lifting the Curse

Advertising a musical which stressed its nudity, the manager of a family house used a board made of cutouts from the pressbook to frame the legend, 'Only mildly shocking.'

To carry out the idea two handles from a medical battery were attached with a very mild current. Most women were too timid to touch the stunt, fearing the strength of the current until the men tried it, but it put the big idea over in an eye-blinking.

Demagogic stuff has much more value than mere statement, and this gag was worth real money at the b. o. Some idea was used for another theatre, the capital 'Live Wire comedy'. In this case half a dozen spark plugs were wired in from a jump coil and acted out the slogan.

Students Plug

New Haven. At the College, Robert Burns got 'Saturday's Millions' off to a flying start by some expedition along the school grounds. Opening night of run, Burns invited local high school football squad and topped the event off with a talk on '1933 Football' by Sports Editor of the Yale town's leading daily. Other school squads were guests on following nights.

Blowing Up 'Ann'

For 'Ann Vickers' Richard L. Moss, abetted by Kenneth McGaffey, of the Hillstreet, Los Angeles, picked the three most absorbing pages of the book and had them blown up for a lobby display. It made a display that kept them standing around and sent them away with a desire to see the rest. Radio station offered prizes for the best letters on 'Why I Believe Ann Vickers is a great picture.' Three copies of the book were pressed with passes sent to all who wrote above average comment.

For the Culbertson short on the same bill all bridge clubs were contacted and a bridge show conducted by a department store not only gave ample mention but supplied some trick hands for lobby displays. Local sheet running the Culbertson daily article ran a box telling of the picture, but the knocker-outer was a demonstration of the new bridge table, which shuffles and deals automatically.

Invitation

Ben M. Cohen, who's now at the Lenox theatre, Hartford, put over 'She Done Him Wrong' by having a dummy of a bridge show conducted by a department store not only gave ample mention but supplied some trick hands for lobby displays. Local sheet running the Culbertson daily article ran a box telling of the picture, but the knocker-outer was a demonstration of the new bridge table, which shuffles and deals automatically.

Mae at the Game

Heavy advertising done in the papers, radio and billboards for Mae West in 'I'm No Angel' for run at Fifth Avenue, with banners across highways at four main roads into the city.

Oke stunt was appearance of Tannasea Federl, head of personnel for Evergreen theatres, at football game at the University. He did it well and gave a little talk.

Public Service

Small tower heard a lot of kicks about the pens in the post office. The tower was built in small towns where the postmaster makes the pens last as long as possible.

Gave the manager an idea and he arranged to keep the inkwells full and supply new pens in return for a card stating that he provided the writing material. So far no post office inspector has noticed a modest sign, and the theatre boss feels that it well repays the trouble involved.

Each morning the lone usher is sent over to fill the two inkwells and see that the pens are in working order. Ball pointed pens are

BEHIND THE KEYS

Montreal. Shake-up in main stem houses here following stage shows at Loew's and straight vaudeville current week gives Capitol one big feature and stage show in place of two features and regulars. Capitol features program with double feature bill.

George Rotsky, for many years manager of the Palace, becomes manager of the Capitol under the new scheme and Gene Curtis, formerly manager of Capitol, before he was transferred to Hallifax, is recalled from the Capitol to Capitol to take over the management of the Palace from Rotsky.

Changes are in accordance with new policy of the Famous Players Corporation of Canada, who operate the big three theatres in this city.

Indianapolis. I. M. Halperin replaces Eddie Welsfeldt at the Indiana. Eddie to Milwaukee.

Montgomery, Ala. Dexter, Montgomery, opens Dec. 1. Ike Katz, manager of the Alabama Amus. Co., will operate.

Los Angeles. Al Hanson, F-WC dist. manager, is building the Symphony, Compton, which will be shaken down in March earthquake.

Gore Bros., who announced they would build in Compton, have withdrawn.

Leve. Theatre Syndicate Cleveland, Oct. 31. Fred Clary resigning from Allen as manager to organize Cleveland

used, as being least apt to go wrong, and old pens are dropped into the ink supply. Not generally known that most ink contain free acid which hastens corrosion. Acid spends itself on the throwaways and reduces the damage to the public pen.

Planning now to extend the service to the local bank, though there have been no kicks from this source.

Two for 'Parade'

Two exceptional stunts are reported on 'Footlight Parade', the best coming from Indianapolis where Ace Berry, of the Circle, borrowed 50 cars for an auto parade. Junior Chamber of Commerce rode in the first two cars, which were banneted as having the Chamber welcoming the picture to the city. Next three cars had showgirls riding on the folded tops of touring cars. At occasional halts they would stand up and give the gaping crowds a better chance to see the showgirls at the same time handing out heralds. Layout also included two sound trucks.

Other stunt comes from Pittsburgh where Harry Talmadge, Warner zone manager, built a waterfall for the lobby of the Stanley with five streams of real water. Rocks were dotted with showgirl cutouts. Made a real flash.

Played Race and Won

Washington. Faced with doubtful race reaction to 'Emperor Jones' at the local EKO house, jumped right into middle of question with heavy exploitation openly playing up Negro angle. And it worked.

Best stunt was putting well-known local colored radio quartet on marquee. Loudspeakers blared up and down street for a block. Ever got some customers, off street cars as they passed by.

Four Weeks' Supply

Birmingham. A special tabloid supplement appeared here as a section of the 'Post' devoted to amusements for the next four weeks. Section was a financial success for the paper and editorial contents was along the lines of the monthly national fan magazines. The bulk of the advertising was obtained from theatres but a number of department stores and specialty shops placed copy, too.

Plays Up Vaude

Sid Scott who recently took up the reins of the Windsor, Can., splashed the Henry Santry band all over a generous space in the local paper. About five-sixths of the space was devoted to the eight acts in what must be a home-made display, but which would look all right in a city paper. First flesh and blood act was a dance off with a whorl. Feature, 'Torch Sign', was merely stripped across the bottom, but they have film every week.

Music Pulls

Value of a musical stunt in the lobby was again demonstrated a couple of weeks ago with 'New York State of Mind'. 'Too Much Harmony' and sold it with Bing Crosby's records through a loudspeaker. From 25 to 100 persons congregated in front of the display stand, the central panel of which was a gauze masking the speaker. While they listened they were confronted with brief sales copy and the most interesting of the stunts. It was a combination difficult to beat.

The setup was placed in front of the box office, where tickets were handy, but it should be understood that 'loudspeaker' did not mean that the power was full on and the house was seeking to advertise to the man across the street. The volume was kept low, so they had to stand close in, and did not attract those who stood at the curb, which was probably was the only reason why there was room for the usual street traffic, heavy at this strategic point.

The day of the top volume reproduction is about gone. It belonged in the class with the mechanical piano of the very early days. Now it's soft volume it's to sell, sells on musical quality and not merely on volume of sound.

Made to Exploit

From reports it is evident that first runs everywhere are keenly after the exploitation possibilities of 'The Bowerly' and are going the distance with the picture. It was made for the press agents, and they have not failed to follow it. Probably was the only reason why there was room for the usual street traffic, heavy at this strategic point. The day of the top volume reproduction is about gone. It belonged in the class with the mechanical piano of the very early days. Now it's soft volume it's to sell, sells on musical quality and not merely on volume of sound.

A number of the stunts already have been reported, but so far there has been no report of the kiddie impersonation of Chuck Connors, though this could be made a knock-out. The dance hall scene seems almost inevitable, and a variety of street workers have been put out in costumes of the period. But the dance halls seem to have forgotten that the picture was to be exploited. The picture was given over to the 'Rag' forerunner of a long list of name dances. The rag was a slow waltz with cooch variations, and Little Buck's, Parels Hall and similar resorts until it was brought uptown by Oscar Hammerstein and staged by Chuck and his girl on the Olympia roof.

Flossy

Howard Waugh, of Warner's theatre, Memphis, put on the frills for 'Footlight Parade'. He promoted the trip to France to identify the winner of an identification contest, tying it in to the 'Press-Scimitar'.

Used the angled star angle, with six two-column cuts printed, on each day, for the week. Players had masks over the eyes, and contestants were required to identify the half dozen and add a letter on 'Why I would like to visit Hollywood' keeping inside 100 words.

Included was a week's entertainment in Hollywood by the Warner studio. Got off to a three-col. front-page break, with a six-day follow-up and the first trip to France to identify the winner of an identification contest, tying it in to the 'Press-Scimitar'.

Free Eats

Sectional house lately had a neat tie-in that cost nothing and brought lots. Nearly restaurant was trying to push the idea of something to eat after the show.

Manager got five pairs of orders for music and used as a prize contest. He just stood in the lobby and gave out the orders as the patrons left. He took care not to make the same handout twice, and in five weeks he gave out nearly 200 orders. Then the restaurant decided it had about all the business it could get and dropped out.

Point of the story is that the quiet distribution had much more effect than the usual plan of such handouts. The night manager adapted to other sampling. Lacks hurrah, but carries the impression of a personal courtesy instead of distribution, since the manager just lurks and it insures a better picks the recipients.

Wearing Out

First-run houses are experiencing some funny business when it comes to music and used as a prize contest. He just stood in the lobby and gave out the orders as the patrons left. He took care not to make the same handout twice, and in five weeks he gave out nearly 200 orders. Then the restaurant decided it had about all the business it could get and dropped out. Point of the story is that the quiet distribution had much more effect than the usual plan of such handouts. The night manager adapted to other sampling. Lacks hurrah, but carries the impression of a personal courtesy instead of distribution, since the manager just lurks and it insures a better picks the recipients.

(Continued on page 26)

(Continued on page 25)

You've never seen **THIS HEPBURN!**

ELECTRIC
in "Morning Glory"

DYNAMIC
in "A Bill of Divorcement"

. and now, the
**VERY SOUL OF
ROMANCE**

*in America's best-loved love story
that brings a new enchantment of
sheer loveliness to glorify the screen!*

Katharine
HEPBURN

in Louisa M. Alcott's

LITTLE WOMEN

with

JOAN BENNETT PAUL LUKAS

FRANCES DEE JEAN PARKER

EDNA MAY OLIVER

Douglass Montgomery, Henry Stephenson



Directed by George Cukor
MERIAN C. COOPER,
Executive Producer

Kenneth Macgowan,
Associate Producer



age," starring Leslie Howard, Jan. 8. John Cromwell will direct.



CAUGHT WITH HIS PANTS SHORT! Like Napoleon at Waterloo, Groucho fails to protect his rear, and loses his seat as Dictator of Fredonia, in Paramount's battle of "Duck Soup."

MARX BROTHERS in DUCK SOUP . . . Directed by LEO McCAREY

Stock Market

(Continued from page 6)
steady as were other commodities, while the dollar sank severely against foreign currencies. Sterling was up nearly 7 cents a fraction from \$4.80.

Inflation Or Not?
The President's radio speech to the country promising a managed currency provided a stimulant sufficient to turn the market about with the beginning of the new week. Peak of the rally was reached on Wednesday with an upturn of more than 10 points in the Dow Jones Industrial average at around 94. Thereafter there was a creeping reaction, but the list finished the week holding the major part of its gains, amounting to about 8½ points in the same summary which stood at 92.01.

Market prophecy was widely at variance. Wall Street banking interest complained that the new system of advancing the price of gold was inflationary and a retreat from a sound money policy. The inflationist element complained that the plan was not refractory enough and the uncertainty growing out of that conflict tended its expression in market tendencies. As it turned out, the financial community was divided against itself, and as a result speculators turned from stocks and made their hedges against possibilities of lower dollar valuation by buying commodities.

Price of wheat at one time was up around 20 cents from the recent bottom. Profit taking reduced this gain measurably toward the end of the week.

Whatever the distant outcome of the gold price move may be, there was no doubt whatever about the aims of the Government in respect to staples. The President said it was the administration's purpose to raise commodity prices. He hoped the gold plan would accomplish that goal, but if it didn't something else would be tried. That was definite enough to bring in a speculative play on grains, cotton and other staples.

For the time being the status of stocks is questioned in bank circles as a protection against a falling dollar. The feeling is expressed in some quarters that the NRA and other recovery agencies may seriously reduce industrial earnings with an unfavorable influence on dividend outlook. Course of prices, however, made it plain that such an attitude was far from unanimous. The advance in stocks was halted, but the chart line merely flattened out not far from the top, signal that there was enough buying to support most of the market progress from the lows of Oct. 21. There were enough people that are still convinced that inflation is inevitable sooner or later to support present levels, on the theory that stock equities are as safe as money at this juncture.

Course of Amusements
The amusement group did about as well as the general market, although it did not generate any trend of its own apart from the whole market movement. Loew's advanced from its new autumn low at 24 to 29½ even, at which level it appeared to encounter opposition. Volume was small on the way up and did not swell appreciably at the critical point of 29, where it hung fire in the early

summer before it ventured into the range of 30-35. It is possible that the sponsoring clique in the stock wants to consolidate its position within the 27-29 zone before considering the next move. That would be a logical maneuver.

The theatre has had its seasonal upturn and it would be good judgment at this time to take stock of the immediate future for an appraisal of what the NRA buy-now campaign holds in store for the box office. Some doubt of its efficacy has arisen in other industries. Department stores in New York for instance have not fared so well marketwise lately. Macy's dipped to 46 one day last week. Tobaccos were also under pressure, both industries being similar to the amusement business in their relation to public spending. In many retail lines there is said to have been a distinct falling off in dollar turnover since August. If there is to be retrenchment among the people again, it would show itself in the theatre, once the seasonal autumn upturn has worn off and Christmas family outlay begins to be felt.

One market commentator affected to see significance in the halt in Loew just under 30. It is at that price that certain options on stock in the hands of high officials become operative. Privileges, however, are not operative until some time next summer, when the options can be taken up. There was no evidence of major selling in Loew's last week, volume being less than 20,000 shares, compared to more than twice that total on the decline the week before.

Paramount Active

Paramount certificates attracted attention by coming out in large volume in response to statements from Kahn, Loeb & Co., that progress was being made toward making effective a reorganization plan. Nature of the new capital structure was not indicated except that it would probably take the form as to the stock of a reverse split up at one for six. Forecasts had been that the exchange might be as radical as one for 10. At any rate sizeable blocks of certificates changed hands on a run-up from 1½ to 2½ which represents a jump of 70% in a week and an appreciation of 1,500% from the extreme low of ¼ not many months ago. Advance came, by the way, in the face of slipping prices all around and the certificates ended the week at th high, while concessions were the rule in dealings elsewhere in the list.

Warners was rather more active relatively than the others in the show family, being churned around in fair volume. It was marked up to a high on the week of 7 and closed at 6½, net up ¾, the six days. Turnover was 72,300, compared to 105,900 the week before when it was low at 5%. Tape performance suggested nothing new in the background.

Fox responded well to the company's statement for the first six months of operations under the new set up. Report is for 2½ weeks to Sept. 30 and shows net operating profit at \$330,777. The April-July quarter was reported at \$74,716 net operating profit. So the returns for the longer period indicate a favorable condition over the full summer. Surplus April 1 to Sept. 30

Bankrupt Exhib Lists \$2,404,984 Liabilities

Pittsburgh, Oct. 30.
Placing his assets at \$50 and liabilities at \$2,404,984, Anthony Jim, theatre operator, with headquarters in Latrobe, near here, filed a voluntary petition in bankruptcy here last week in U. S. District Court. Jim has theatres in Pittsburgh, Meadville, Aliquippa, Oil City and Farr.
The assets were listed as three suits of clothes, two overcoats, two hats and shirts worth \$40; and a watch and chain valued at \$10. He claimed exemption for personal property. Jim's liabilities consisted chiefly of unpaid rents and film bills.

appears at \$662,582. Same item for Sept. 1 to July 1 was \$203,045. Six months' profit on foreign exchange was \$487,804, compared to \$284,328 for the three-month span. Profit for July, August and September were at a slightly lesser rate than for April, May and June, presumably because during the earlier period accumulated foreign balances were brought home under most favorable dollar terms.

Two other concerns issued financial reports, and advance unofficial estimates were circulated on Loew's to the effect that the last named would probably show \$1.75 net per common share for the year ended Aug. 31. Annual statement is due at any time now.

Consolidated Film Industries re-Summary for week end

High	Low	Issue and rate	High	Low	Last	Net
7½	7	100 American Seat.	2½	2½	2½	+½
27½	27	1,300 Columbia vte.	22	20½	22	+½
2½	2½	1,300 Consol. Film.	3½	3½	3½	+½
14½	14	3,700 Consol. Film pld.	9½	9	9½	+½
69½	69	5,500 Eastman Kodak (8)	7½	69½	74	+½
19	19	6,000 Fox, Class A.	10½	13	15	+½
30½	30	107,000 Gen. Elec. (40c.)	20½	17½	19½	+½
22	22	100 Keith pld.	13	13	13	—
36½	36	17,800 Loew (D)	29½	25½	28½	+½
78½	78	200 Do prof. (45c.)	70	68	70	+½
22	22	300 Madison Sq. Garden	5½	5½	5½	+½
2½	2½	Met-G-M pref. (1.80)	2½	2½	10½ bid	+½
2½	2½	2,300 Paramount	2½	2½	2½	+½
1½	1½	3,500 Pathe Exchange	1½	1½	1½	+½
3½	3½	2,500 Pathe, Class A.	9½	9½	9½	+½
13½	13	131,100 Radio Corp.	1½	1½	1½	+½
8½	8	3,400 RKO	2½	2½	2½	+½
35	35	60 Universal pref.	20	18½	18½	+½
9½	9	72,300 Warner Bros.	7	6	6	+½
24½	24	Do pld.	18	18	18 bid	+½
58½	58	50,900 Westinghouse	34	34	34	+½
26½	26 Columbia Pict.
14	14 Gen. Thea. B. pld.
3½	3½	3,100 Technicolor	10½	10½	10½	+½
2½	2½	300 Trans Lux	1½	1½	1½	+½
9½	9 Columbia Pict.
61	61	\$32,000 Gen. Thea. Ea.	4½	3½	4	+½
89	89	9,000 Keith 6's, 40c.	40	44½	46½	+½
89	89	200 New 6's, 40c.	80	84½	86½	+½
35	35	1,000 Pathe 7, 37c.	80	80	80	+½
35	35	17,000 Par-Pam-Leaky 6's,	80	28½	29½	+½
35	35	70,000 Par-Pub 6's, 50c.	39½	28	30	+½
48	48 RKO debt 6's
48	48	105,000 Warner Bros. 6's,

Over the Counter,
..... RKO, Class A.....
Gen. Theatre ctf. sold \$12,000 @ 4½, 3½, 4½, up 1.
Par-Pam. ctf. sold 1,000 @ 29, 28, 29½.
Par-Pub. ctf. sold 24,000 @ 29½, 28, 29½, up 14.

Behrman and Friml Setting Moore Pic

Hollywood, Oct. 30.
Deal practically set for S. N. Behrman to write the story and Rudolph Friml the music for Grace Moore's Columbia pic, 'The Love Child'.
Fair expected to leave N. Y. for the coast this week.

Jenkins, Albright East

Hollywood, Oct. 30.
Allen Jenkins and Hardie Albright planned east.
Albright is ringing back his prize wire-haired, and Jenkins is vacationing for three days.
Jenkins returns Wednesday to start a pic at Warners.

Broderick's RKO Film Start; 'Success Story'

Hollywood, Oct. 30.
Helen Broderick now in 'As Thousands Cheer' on Broadway is due here Dec. 1 under her contract with Radio for mix.
She'll go into 'Success Story', now being readied by its original author, John Howard Lawson, with Howard J. Green.

Incorporations

Albany, N. Oct. 30.
Lux Christiana of America, Inc.; religious and educational pictures; 31 Madison Avenue, New York; Max A. Goldberg and Mildred E. Jemney.
Macoma Theatre Corp.; theatres; Abraham Conner, 463 West 115th street, New York; Max Schwartz and Max Amersham.
Forlan, Inc.; theatres; Henry Forbes, Robert Lance and Anton Bundman, all of 238 West 42nd street, New York.
Intimate Theatres, Inc.; theatres; Alfred P. Walker, 342 Madison Avenue, New York; Max A. Goldberg and Mildred E. Jemney.
Strange Orchestra, Inc.; theatres; Walter P. Murphy and Charles Hopkins.
International Art Theatre, Inc.; theatres; Dante Negro, 158 West Fourth street, New York; Salvatore Viola and Ettore Nordoni.
Hildko Corp.; theatres; Ann Church, 8 East 36th street, New York; Andrew Stoeck and Stella Savary.
Hateco Corp.; theatres; William F. Roche, 500 West 146th street, New York; John A. Wells and Max Perlmutter.
Model Television and Radio Corp.; Rose Baron, Max Abramson and William S. Biddy, all of 261 Broadway, New York.
M. A. Wally, Inc.; realty and theatres; Elizabeth Knapp, 19 88th Avenue, Woodhull, all of 261 Broadway, New York.
Attraction Pictures, Inc.; pictures; Alfred S. Kreiberg, 342 Madison Avenue, New York.
Hilda Geller, all of 342 Madison Avenue, New York.
G. E. X., Inc.; theatrical; Arthur R. Singer, Gordon H. Warner and Sally Jacobs, all of 236 West 44th street, New York.
Garden Theatre, Inc.; theatrical; Photis Stamatis, 137 McDonough Avenue, Brooklyn; Abraham Schwartz and J. D. Richover.
Jupiter Theatre Corp.; theatres; R. J. Gorman, Edw. S. Williams and C. N. Caldwell, Jr., all of 160 Broadway, New York.
Constratred, Inc.; wireless, telegraph, telephone and radio business; Hyman Goldberg, Paul Weintraub and Benjamin H. Wolf, all of 14 Court street, Brooklyn.
Sterling Productions, Inc.; theatres; Robert Sterling, 226 West 50th street, New York; Jos. K. Watson and Alfred E. White.
Sabanda Film Corp.; theatres; K. A. McGuire, S. Frank and N. Nemurov, all of 130 West 42nd street, New York.
She Loves Me Not Corp.; theatre; Lawrence Schwab, William Kelsey and Dwight D. Wiman, 137 West 48th street, New York.
Sopla Guild Players, Inc.; theatrical, etc.; Saul Lennie, 228 West 47th street, New York; Estelle Kaplan and Irene Leslie.
Lark Amusement Co., Inc.; theatre and radio broadcasting; Rosa E. Franklin, Mildred Layton and Saul Gordon, all of 1 East 43rd street, New York.
Arthur M. Oberfelder, Inc.; theatres; Gerson H. Warner, Arthur R. Singer and Sally Jacobs, all of 236 West 44th street, New York.
Twenty-four (24.00), Inc.; theatrical; Peter J. Larny, Michael Valicenti and John Chrysler, all of 60 Wall street, New York.
Troy Theatres Corp.; theatres; Harry M. Pimstein and William F. Whitman of 1778 Sixth Avenue, New York, and W. W. Farley, 61 Maiden Lane, Albany.
Lana-Fried Productions, Inc.; theatres; Alan K. Foster, Max Kendler and Estelle Kaplan, all of 1540 Broadway, New York.

LOUIS COHEN

Formerly associated with S. A. Lynch, Paramount, Universal, Fox-West Coast and R-K-O as head of the theatre real estate department:

Announces his association with Fanchon & Marco, and F. & M. Stageshows, Inc., as real estate and theatre representative.

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HEATHER ANGEL
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From the Play by John L. Balderston
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55c to 6 P. M.
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RADIO CITY

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MUSIC HALL...AFTER SIX SMASH WEEKS
AT THE \$2 GAIETY, NEW YORK...
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Released
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Third

JOIN THE
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Exploitation

(Continued from page 19)

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Manager went to a lot of trouble to have spangles sewn on a black velvet banner for the contest. It looked all right when an occasional breeze hit the cloth, but that wasn't very often on an inside sign, and a spotlight didn't help much.
He pulled the gong off a small electric bell and hung the rest so that the hammer struck the bottom batten. Not heavy enough to fully overcome the inertia of the batten, but just enough to produce the desired tremor to cause the spangles to dance and gleam in the reflected

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Same gag with a different application works well in a window display, the hammer barely hitting the glass, but making sufficient noise to draw attention.
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Then he will be sent ahead of the pic on the roadshowing, exerts figuring the whiskers will cause no small commotion and be a better ad than billboards and space.

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Good contest idea where 'Three Little Pigs' has become almost a disease is to offer tickets for the best last line to the catchy little song. As a sample, college boys are lastlining it. Why don't you come up sometime?

Plenty of room for imagination, and some clever bits can be expected. Where the song is popular, the newspaper will be glad to tie in because it will appeal to readers, and it can be turned into a feature, particularly on re-books.

Different from the old limerick idea, and with a stronger appeal. Another angle is to have a contest for the best dance to with the song, this being used for stage work. The cartoon gives a general idea, but suggest that the kiddie under 12 can probably improve on the simple steps of the porkers. Picture doesn't seem to need much forcing in most spots, but it won't hurt any.

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Ill introduced in the legislative council of Kansas would classify, by the state censor board, according to their moral rating, into A, B, C, D and E.
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'Dancing Man,' a Pyramid pic for Mayfair release, starts Tues. (31).

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Treatment by Claude Binyon and Frank Butler.

MANAGER

With record that makes self-inflation unnecessary, a manager, thoroughly experienced in circuit operation, having successful background as independent theatre owner and operator, seeks new connection where fully will be properly recognized. Years of experience in booking, buying of films, handling of personnel, publicity and putting practical ideas into effect. Extensive travel, numerous changes of circuit heads. Highest indemnity.

Address, Box 50
VARIETY, New York

STAN MEYERS

MUSICAL
DIRECTOR
Master of Ceremonies

Brooklyn
Paramount

Indefinitely

Film Reviews

(Continued from page 17)

MAN OF FOREST

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But western fans seem to like to have their screen punches telegraphed, and 'Man' will not disappoint.

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In between there's the shooting and rough and tumble, plus the two things. Some animals, including a mountain lion, also present.

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Jilly.....Evelyn Knapp
Joe.....Edward Nugent
Leo.....Klara Shea
Jimmie.....Edward Nugent
Laddie Norton.....Theodore von Eltz
Mozart.....George Grandee
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Better than average indie with faint marquee possibilities to help it in the split houses. Another backstage story, with some pretty good writing. Dialog is especially bright, with a couple of good laugh lines.

Edward Nugent is a small-time vaudeur who picks up Evelyn Knapp and introduces her to show business. They marry and split. Mae Bush is a tough femme 100 percent with a soft heart who decides to help the gal. She introduces Miss Knapp to Alan Dinehart, a big cabaret producer, who gives her the chance in which she clicks. He also finances an apartment and financial help her through motherhood. Then asks her to marry him. She says no, and the ham husband shows up again for the happy finish.

First half of the story is believable and bright, after which it dwindles. Dinehart and Miss Knapp are competent but, Nugent leads in performance. The songs are a couple of songs nicely, although the tunes are not much on their own. *Kauy.*

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Jim Daggis.....Jack LaRue
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Neil Standing.....Barton MacLane
Molly Hayden.....Muriel Kirkland
Jett Morley.....Fuzzy Knight
Ann Hayden Standing.....Gail Patrick
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Elyse B. Hadden.....Elyse Bremer
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Only exception under this clause is where a contract exists for a writer to share in the profits of any picture made under such a system. Another provision covering this phase is should a producer refuse to employ guild members solely because later will not make a contract except on speculative terms the executive committee may declare a producer unfair.

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BERT
FROHMAN

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FOX
Brooklyn

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For Six Weeks

Personal Management
FRANK MUFSON
Palace Theatre Bldg.
New York



SHOW PLACE of the NATION
UNDER THE DIRECTION OF ELIOTHAUS
Radio City
TODAY AT 11:30 A.M.

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Smoking Permitted

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Address, Box 50
 VARIETY, New York

STAN MEYERS

MUSICAL
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 and
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Brooklyn
 Paramount

Indefinitely

DeSylva and Aides East For 'Bottoms Up' Talent

Hollywood, Oct. 30.
 Buddy DeSylva, accompanied by Dave Butler, who will direct, and Sid Silvers, working on the script of 'Bottoms Up' for Fox, left Friday (27) for N. Y. to complete their script en route and to look for talent for the muskler.

It is necessary to get a femme lead opposite Spencer Tracy. DeSylva says the reason Little Har-vey was withdrawn is that the part calls for an American girl who must assume an English accent during the progress of the story while Miss Harvey has a natural English accent which would not jibe with the characterization.

Sues Valentino Estate

Hollywood, Oct. 30.
 Zunilda Mancini has filed suit in L. A. superior court against S. George Ullman, administrator of the Rudolph Valentino estate, alleging the defendant had collected \$6,900 from her, to be used in the erection of a memorial for the late actor, but that the completed stone only cost \$1,500.
 Requests that the difference be returned with 7% interest from May 6, 1930.

Indie 'Dance Man'

Hollywood, Oct. 30.
 Reginald Denny replaces Melvyn Douglas in 'Dance Man,' indie production formerly on Mayfair program, now without release. Starting Oct. 31 at Roach studios.
 Judith Allen borrowed from Paramount for femme lead in opus.

'BEAN' REMAKES

Hollywood, Oct. 30.
 Finished three weeks ago 'Late Christopher Bean,' with Lionel Barrymore and Marie Dressler, was tossed back last week for retakes.

MG 'Bus' Split Two Ways

Hollywood, Oct. 30.
 'Transcontinental Bus' started last Monday (23) at Metro in two units.

Richard Boleslavsky is in charge of one, and John Waters the other.

Jack Moss' Crackup

Hollywood, Oct. 30.
 En route to Gary Cooper's ranch Jack Moss crashed a truck, demolished his own car and smashed his face. A flock of stitches necessary.

Film Reviews

(Continued from page 17)

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But western fans seem to like to have their screen punches telegraphed, and 'Man' will not disappoint them.

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 Claudette Ada May
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Better than average indie with faint marquee possibilities to help it in the split houses. Another stage story, with some pretty good writing. Dialog is especially bright, with a couple of good laugh lines.

Edward Nugent is a small-time vaude actor who picks up Evalyn Knapp and introduces her to show business. They marry and split. Mae Bush is a tough femme 100 percent with a soft heart who does to help the girl. She introduces Miss Knapp to Alan Dinehart, a big cabaret producer, who gives her the chance in which she clicks. He also finances an expedition which leads up to help her through motherhood. Then asks her to marry him. She says no, and the ham husband shows up again for the happy finish.

First half of the story is believable and bright, after which it dwindles. Dinehart and Miss Knapp are competent but Nugent leads in performance. Ade Mae sings a couple of songs nicely, although the tunes are not much by their own. Wau.

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In the final reel a heavy gun battle is followed by blasting loose the side of a mountain deluging the feudists.

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A N D
 H E L D
 O V E R
 For Six Weeks

Personal Management
FRANK MUFSON
 Palace Theatre Bldg.
 New York

CALENDAR OF CURRENT RELEASES

Harold Auten

Companion Wanted. (Dubbed French.) Romance with music and singing, visualizing the dream of a spirited young girl. Annabella, Jean Murat, Duvalles. Dir. Joe May. 88 mins. Rel. June 3. Rev. June 6.
 Pollyanna. (Dubbed French.) A story of adolescence. Robert Lynen, Catherine Fontenay. Dir. Julien Davy. 38 mins. Rel. Sept. 1933.
 Savage Gold. Commander Dyoott's thrilling adventures with savage hunters. Comm. Dyoott. Dir. Commander George Dyoott. 67 mins. Rev. Aug. 8.
 Woman in Bondage. (British.) Triangle story with new slides. Betty Stockfield, Owen Nares. Dir. Basil Dean. 73 mins. Rel. Nov. 19, 1933.

Chesterfield

By Appointment Only. (Unrivaled.) A man's man who was a woman's doctor. Lew Cody, Sally O'Neill, Allen Pringle. Dir. Frank Strayer. 65 mins. Rel. July.
 Dance, Girl, Dance. Musical drama. Alan Dinehart, Ada May. Dir. Frank Strayer. 69 mins. Rel. Sept. 1.
 I Have Lived. A girl's attempt to live down her past. Anita Page, Allen Vincent. Dir. Rich. Thorpe. 65 mins. Rel. Sept. 12.
 In the Money. A prize fighter and his affairs with women. Lols Wilson, Skeets Gallagher, Warren Hymer. Dir. Frank Strayer. Rel. Nov. 7.
 Man of Sentiment. How an old man holds a family together. Marian Marsh, Owen Moore, Wm. Bakewell, Christian Rub. Dir. Rich. Thorpe. 67 mins. Rel. Sept. 18.
 Notorious But Nice. Story to come. Marian Marsh, Betty Compson, Donald Dillaway. Dir. Rich. Thorpe. 67 mins. Rel. Aug. 1.
 Rainbow Over Broadway. A romantic musical mixing the gay nineties with the new. Frank Albertson, Lucien Littlefield. Dir. Richard Thorpe. Rel. Dec. 1.

Columbia

Below the Clouds. News cameraman against a naval and air background. Robt. Armstrong, Rich. Cromwell, Dorothy Wilson. Dir. Roy W. Neill. 67 mins. Rel. Oct. 24.
 Carver's Profession. Woman lawyer saves her husband in a murder trial. Fay Wray, Gene Raymond. Dir. Eddie Buzzell. 71 mins. Rel. May 26.
 As the Devil Commanded. Melodrama with a rather new twist. Alan Dinehart, Mae Clark, Niel Hamilton. Dir. Roy W. Neill. 70 mins. Rel. Oct. 17.

rief Moment. A romance that flared and flickered in one brief, rapturous moment blazing a great love. Carole Lombard, Gene Raymond, Monroe Owsley. Dir. David Burton. 69 mins. Rel. Sept. 8. Rev. Oct. 3.
 Cocktail Hour. Girl hustler narrowly escapes missing the right man. Bebe Daniels, Ray Egan, Hugh Scott. Dir. Victor Schertzinger. 73 mins. Rel. June 5.
 Dangerous Crossroads. A roaring romance of the rails. Chic Sale, Diane Sinclair, Jackie Searle. Dir. Lambert Hillyer. 69 mins. Rel. June 15.
 East of Fifth Avenue. Grand hotel life in a N. Y. boarding house. Wallace Ford, Dorothy Tree, Mary Carlisle. Dir. A. Rogell. 73 mins. Rel. Oct. 20.

ighting Code. The Buck Jones in a mistaken identity western. Dir. Lambert Hillyer. Rel. Dec. 30.
 Fury of the Jungle. Adventure in the South American jungle. Donald Cook, Peggy Shannon, Alan Dinehart. Dir. Roy W. Neill. Rel. Oct. 30.
 Hold the Press. Tim McCoy in a non-western story of a reporter. Shirley Grey, Wheeler Oakman. Dir. Phil Rosen. Rel. Oct. 25.
 Lady for a Day. It takes the lives of its characters, it breathes romance, tears, comedy and unexpected surprises. Warren William, May Robson, Guy Kibbee, Glenda Farrell. Dir. Frank Capra. 102 mins. Rel. Sept. 22.

Master of Men. Romance in a steel mill and society. Jack Holt, Fay Wray, Theo. Von Eltz. Rel. Oct. 17.
 My Woman. Romance of the radio. Helen Twelvetrees, Victor Jory, Wallace Ford. Dir. Victor Schertzinger. 70 mins. Rel. Oct. 5.
 Police Car 17. Tim McCoy on the police radio patrol. Evelyn Knapp. Dir. Lambert Hillyer. 69 mins. Rel. Sept. 30.
 Rusty. Fides alone. Tim McCoy came at every turn with his ever-faithful police dog, pal Tim McCoy, Barbara Weeks. Dir. D. Ross Lederman. 58 mins. Rel. May 26.

Thrill Hunter. The misleading title for a Buck Jones western. Dir. Geo. B. Seitz. 66 mins. Rel. Oct. 17.
 Unknown Valley. A full-of-flight western drama, replete with unique situations. Buck Jones, Cecilia Parker. Dir. Lambert Hillyer. 69 mins. Rel. May 5.
 What Price Innocence. Story of a girl who didn't know. Jean Parker, William Mark. Dir. William C. Sullivan. 67 mins. Rel. June 21.

Woman Stole. The a swaggering overlord of the oil fields. Jack Holt, Fay Wray. Dir. Irving Cummings. 69 mins. Rel. May 1. Rev. July 4.
 Wrecker. The season's timeliest story, with the recent California earthquake. Peggy Shannon, Preston Foster. Dir. Phil Rosen. 66 mins. Rel. July 10. Rev. Aug. 8.

First Division

Releases Also Allied, Chesterfield and Monogram
 Avenger. The. A district attorney seeks revenge on the gang which framed him to twenty years in prison. Ralph Forbes, Adrienne Ames, Claude Gillingwater. Dir. Edward Martin. 75 mins. Rel. Sept. 16.
 Jack Beauty. Anna Sewall's famous book. Esther Ralston, Alexander Kirkland, Gavin Gordon, Hale Hamilton. Dir. Phil Rosen. 69 mins. Rel. July 15.

By Appointment Only. A man could make up his mind which of two women likes him best. Lew Cody, Sally O'Neill, Marceline Day. Dir. Frank Strayer. 65 mins. Rel. Nov. 1.
 Dance, Girl, Dance. Musical of backstage life. A small-time vaudeville becomes a night club star. Evelyn Knapp, Gloria Shea, Alan Dinehart, Eddie Nugent, Ada May, Mae Busch. Dir. Frank Strayer. 69 mins. Rel. Nov. 15.
 Dances. Life, customs, morals, habits and whatnot as lived by the penguin birds on Penguin Island. Cherry Kearton produced and directed. Two running times. 35 mins. Rel. May 15.

Devil's Mate. A condemned man, on the verge of execution, is mysteriously murdered. Peggy Shannon, Preston Foster. Dir. Phil Rosen. 66 mins. Rel. Sept. 1.
 Duds Bandit. A clumsy coward turns to the disguise of a romantic duds bandit and solves a murder. Hoot Gibson, Gloria Shea. Dir. George Melford. 66 mins. Rel. June 15.
 Forgotten. A kindly Jewish immigrant father, cast off in his old age by his sons, brings them their senses. June Clyde, William Collier, Jr., Lee Kohlmar, Natalie Moorhead, Jean Hershoff, Jr. Dir. Richard Thorpe. 67 mins. Rel. May 1.

Itive. The. Secret service agents on the trail of a half-million dollar mail robber. Rex Bell, Cecilia Parker. Dir. Harry Fraser. 88 mins. Rel. Sept. 15.
 I Have Lived. A Broadway stage star is faced with blackmailers on the eve of marriage to wealth and love. Anita Page, Allen Vincent, Alan Dinehart. Dir. Dr. E. E. Clive. 69 mins. Rel. May 26.
 Jungle Bride. A murder suspect is shipwrecked, with his captors, in the jungles. Anita Page, Charles Starrett. Dir. Harry Hoyt and Albert Kelly. 62 mins. Rel. May 25. Rev. May 26.

Love Is Like This. A young-old youngster gets mixed up in a couple of domestic tangles and a near murder mystery. John Warburton, Rochelle Hudson. Dir. Richard Thorpe. 65 mins. Rel. May 1. Rev. May 5.
 Man of Sentiment. Playboy son marries a poor girl against his wealthy family's wishes. Marian Marsh, William Bakewell, Owen Moore. Dir. Richard Thorpe. 68 mins. Rel. Nov. 1.
 Notorious But Nice. Driven-from-the-man-she-loves-a-girl finds solace in a loveless marriage with the king of the underworld. Marian Marsh, Betty Compson, Donald Dillaway, Rochelle Hudson. Dir. Richard Thorpe. 74 mins. Rel. Oct. 15.

Oliver Twist. The famous Dickens classic. Dickie Moore, Irving Pichel, William Boyd, Alec Francis, Doris Lloyd, Barbara Kent. Dir. William C. Sullivan. 69 mins. Rel. May 1.
 One Year Later. A young couple start their honeymoon on a train, and the following year finds them on the train under different circumstances. Mary Brian, Donald Dillaway, Russell Hopton, Will and Gladys Ahern, Jackie Searle. Dir. E. E. Clive. 69 mins. Rel. Dec. 1.
 Phantom Broadcast. A radio crooner attains phony fame when his accompanist secretly does his singing for him. Ralph Forbes, Vivienne Osborne, Pauline Garon. Dir. Phil Rosen. 71 mins. Rel. Aug. 1.

Return of Casey Jones. A young engineer surmounts his difficulties through the spirit of Casey Jones of his boyhood. Charles Starrett, Ruth Hall, Jackie Searle. 67 mins. Dir. J. P. McCarthy. Rel. July 10. Rev. July 4.

These tabulations are compiled from information supplied by the various production companies and checked up as soon as possible after release. Listing is given when release dates are definitely set. Titles are retained for six months. Managers who receive advance subsequent to that period should preserve a copy of the calendar for reference.

The running time as given here is presumably that of the projection room showings and can only approximate the actual release length in those states or communities where local or state censorship may result in deletions. Running time in the reviews as given in Variety carry the actual time clocked in the theatre after passage by the New York state censorship, since pictures are reviewed only in actual theatre showings.

While every effort is made to hold this list accurate, the information supplied may not always be correct, even though official. To obtain the fullest degree of accuracy, Variety will appreciate the co-operation of all managers who may note discrepancies.

Behind the Keys

(Continued from page 19)

Capitol nudes, ended following a new wage-scale decision on the part of the actors' union.
 Frank Stouder, retired, who built the Palace, now part of the Quimby interests, returning and will reopen the house after two years. Second-run and vaudeville.

Hartford, Conn.
 Capitol hereafter will be known as Pol's theatre. Richard Dorman, Public exhibition, now on duty between Springfield, Hartford and New Haven. Barney Grogan, manager Central, married Margaret Callahan. Charles Benson and Bob Hart, manager and assistant at the Palace. State, downtown house, closed many months, opens pop price opera. Parson's will reopen shortly with legit.

Baltimore.
 First new film house to open here in three years is the Rex, 600-seater, with the Homestead Amus. Corp. erected. Managed by Charles Warren.

Indianapolis.
 Changes in personnel in theatres under the Katz banner has sent Holden Swiger from his berth at the Indiana to fill the vacancy at the Palace in Akron, Ohio, created by the resignation of Jack Roth, former general manager here of Circle and Indiana. Tem Long, publicity man for the Indiana, moves into the Circle as manager. Ace Barker remains general manager both houses.

Middletown, O.
 The Strand, latest acquisition of the Krafts, has been built, which owns and operates the Paramount here, and three houses at Hamilton, Ohio, opened with combo picture and musical tabs. Chicago Folies theatre show. George Pettig in charge.

Akron.
 Ohio MPTO Association took it on the chin from the local group at a recent meeting. They slashed the ties that bind and the Akron group will be a part of the Northern Ohio Independent Exhibitors.

Birmingham.
 Temple, second round vaudeville, reopened, after closed when lightning hit the chimney. The Cameo, Avondale, operated by Joe Wheeler, closed.

Minneapolis.
 The 4,200-seat Minnesota, which Public is reopening, has a sales manager, George F. Smith, and a managing director; L. O. Daniels, Jr., house manager; Jimmy Harris and Carlton Duffis, assistants; Roy Burke, public city manager, and Charles Winchell, division advertising head.

James Eschelman, manager of the Grand, St. Cloud, Minn., goes to Sioux Falls, S. D., as manager of the Egyptian, succeeding Daniels. Leonard Ryan, doorman at State, Eau Claire, Wis., promoted to manager of the Grand, St. Cloud.

St. Paul.
 Staff at the new Strand headed by Ed Ford, Dan's assistant. World reopens, henceforth British product exclusively. George Myron behind the keys.

Harold Kaplan, who managed the 4,200-seat Minnesota years ago, back as manager when house reopens. Ralph Ayer, manager of Minneapolis Century, takes Kaplan's reins at Paramount, Century going dark.

Sensation Hunters. A college girl finds herself stranded in Panama. Arline Judge, Marion Burns, Preston Foster. Dir. Charles Vidor. Rel. Sept. 15.
 Shriek in the Night. A murder mystery in a swanky Park Avenue apartment house. Ginger Rogers, Lyle Talbot. Dir. Albert Ray. 67 mins. Rel. June 15.

Skyways. Adventures of a hot-tempered aviator pilot who gets into one scrape after another. Ray Walker, Kathryn Crawford, Lucien Littlefield. Dir. Lew Collins. 72 mins. Rel. Sept. 15.

Sphinx. The. A deaf mute and his twin brother are implicated in a series of crimes during four stock brokers are murdered in the same manner. Lionel Atwill, Sheila Terry, Paul Hurst. Dir. Phil Rosen. 62 mins. Rel. July 3.

Strange People. Thirteen men and women, twelve of whom recognize each other as members of a murder jury, find themselves gathered the house of the murdered man, near midnight of a stormy night. John Darrow, Gloria Shea, Hale Hamilton. 64 mins. Rel. June 15.

Sweetheart of Sigma Chi. College musical comedy romance. Based on the famous campus fraternity song. Buster Crabbe, Mary Carlisle, Sally Starr, Florence Lake, Ted Fio Rito and band. Dir. Edwin L. Marin. 73 mins. Rel. Dec. 15.

Studies: Burbank. Offices: 321 W. 44th St. New York, N. Y.
 Bureau of Missing Persons. Comedy-drama based on the activities of this little known department. Bette Davis, Lewis Stone, Pat O'Brien, Allen Jenkins, Hugh Herbert. Dir. Roy del Ruth. 74 mins. Rel. Sept. 18.

Female. A drama of a woman who does her own hunting. Ruth Chatterton, George Brent, Ruth Donnelly, Laura Hope Crews. Dir. Michael Curtiz. 62 mins. Rel. Nov. 11.

Goodbye Again. From the play. Comedy of a famous author who meets up with an old flame who is married. Warren Williams, Joan Blondell, Genevieve Tobin, Hugh Herbert. Dir. Michael Curtiz. 65 mins. Rel. Sept. 8. Rev. Sept. 22.

Havana Widows. Two girls in Havana searching for suckers. Joan Blondell, Glenda Farrell, Guy Kibbee, Ruth Donnelly, Frank McHugh and Allen Jenkins. Dir. Roy Del Ruth. 70 mins. Rel. Nov. 18.

Heroes for Sale. Post war activities of American vets. Barthel Loretta Young. Rel. June 17. Rev. July 25.

I Loved a Woman. Based on novel by David Karsner. Story of the affairs of an industrial leader and an operatic star. Edward G. Robinson, Kay Francis, Genevieve Tobin. Dir. Alfred E. Green. 90 mins. Rel. Sept. 23. Rev. Sept. 26.

Lilly Turner. Ide shows and grifters. Ruth Chatterton, Geo. Brent, Frank McHugh. Dir. Wm. A. Wellman. 35 mins. Rel. May 13. Rev. June 20.

Little Giant. The. Based on a comedy play. 62 Robinson, Mary Astor. Dir. Roy Del Ruth. 70 mins. Rel. May 20. Rev. May 30.

She Had to Say Yes. Comedy-drama of a 'customer' girl. Loretta Young, Lyle Talbot, Regis Toomey, Winnie Lightner. Dir. Busby Berkeley and George Amy. 67 mins. Rel. July 26.

Son of a Sailor. Comedy of a sailor who gets into a funny situation because of his habit of telling romantic stories about himself. Joe E. Brown, Joan Muir, Frank McHugh, Johnny Mack Brown and Theima Todd. Dir. Lloyd Bacon. Rel. Dec. 23.

Wild Boys of the Road. Drama of the 'orphans of the depression.' Frankie Darro, Dorothy Coodan, Rochelle Hudson, Ann Hovey. Dir. William A. Wellman. 66 mins. Rel. Sept. 30. Rev. Sept. 26.

Werla Changes. The. Adapted drama of a family through four generations. Paul Muni, Mae Marsh, Mary Astor, Donald Cook, Margaret Lindsay, Jean Muir, Patricia Ellis. Dir. Mervyn LeRoy. 95 mins. Rel. Nov. 25.

Studio: New York. Offices: 444 West 68th St. New York, N. Y.
 Adorable. Original. With music. Janet Gaynor, Henry Garat. Dir. Wm. Dieterle. 86 mins. Rel. May 19. Rev. May 19.

Arizona. Broadway. James Dunn, Joan Bennett. Dir. Jas. Tinling. 67 mins. Rel. June 30. Rev. July 25.

Berkeley Square. From the stage play of the same title. Turn back the years type of play. Leslie Howard, Heather Angel. Dir. Frank Lloyd. 87 mins. Rel. Nov. 3. Rev. Sept. 19.

Best of Enemies. The. Racial conflict comedy. Buddy Ebsen, Marian Nixon, Joe Cawthorne, Frank Morgan. Dir. Rian James. 72 mins. Rel. June 23. Rev. July 18.

Charles Chaney. The. Greatest Case. Another adventure of the Chinese sleuth. Warner Oland, Heather Angel. Dir. Hamilton MacFadden. Rel. Sept. 15. Rev. Oct. 10.

Devils in Love. The. Harry Hervey novel. Foreign legion yarn. Victor Jory, Loretta Young, Lorraine Osborn. Dir. Wm. Dieterle. 70 mins. Rel. July 21. Rev. Aug. 1.

Doctor Bull. From the novel, 'The Last Adam.' Will Rogers, Louise Dresser. Dir. John Ford. 76 mins. Rel. Sept. 22. Rev. Oct. 10.

Five Cents a Glass. Love, music and beer. Buddy Rogers, Marian Nixon. Rel. Sept. 8.

F. P. 1. (British made.) Futuristic plane landing field in mid-ocean. Conrad Veidt, Leslie Fenton, Jill Esmond. Dir. Karl Hartl. 75 mins. Rel. July 28. Rev. Sept. 15.

Good Companions. (British made.) From the Priestly novel of an English concert tour. Jessie Matthews. Dir. Victor Saville. Rel. Sept. 8. Rev. Oct. 17.

Hold Me Tight. Love in a department store. Jas. Dunn, Sally Eilers. Dir. David Butler. 71 mins. Rel. May 26. Rev. May 26.

Hoopla. Talker version of 'The Barker,' stage play made as a silent. Clara Bow, Preston Foster, Rich. Cromwell. Dir. Frank Lloyd. Rel. Nov. 30.

I Am Suzanne. Novelty story with puppet sequences. Lillian Harvey, Gene Raymond, Piccoli Marionettes, Yale Puppeteers. Dir. R. V. Lee. Rel. Dec. 1.

I Loved You Wednesday. Stage play of four tangled lives. Warner Baxter, Elissa Landi, Victor Jory. Dir. Henry King. 75 mins. Rel. June 16. Rev. July 18.

It's Great to Be Alive. An only man in a world of beautiful women. Raul Roulien, Gloria Stuart, Herbert Mundin. Dir. Alfred Werker. 65 mins. Rel. June 2. Rev. July 11.

I Was a Spy. (British.) Based on the story by Marthe MacKenna. Marjorie, Madeline Carroll, Conrad Veidt. Dir. Victor Saville. Dec. 15.

Jimmy and Sally. James Dunn, Claire Trevor. Dir. Jas. Tinling. Rel. Dec. 15.

Let's Trail. The. Zane Grey story. Geo. O'Brien. 1 Brendel, Cl. ire. Dir. James Tinling. 60 mins. Rel. Aug. 25.

Life in the Raw. Zane Grey story. Cowboy saves girl's brother from bandit gang. Geo. O'Brien, Claire Trevor, Greta Nissen. Dir. Louis King. 62 mins. Rel. July 7.

Mad Gam. The. Spencer Tracy, Cl. ire, Irving Cummings. Oct. 27.

Man Who Dared. The. Imaginative biography based on life of Anton Cermak. Preston Foster, Zita Johann. Dir. Hamilton McFadden. 71 mins. Rel. July 18. Rev. July 12.

Mr. Skitch. From the story 'Green Dice.' Will Rogers, Zasu Pitts, Rochelle Hudson, Harry Green, Eugene Palette. Dir. Jas. Cruze. Rel. Dec. 23.

My Lips Betray. Lillian Harvey's second U. S. release, but the first made. From the novel by John Balderson. Lillian Harvey, John Boles, El Brendel. Dir. John Boles. 69 mins. Rel. Nov. 15.

My Weakness. Musical. Lillian Harvey, Lew Ayres. Dir. 15 mins. Rel. Sept. 23. Rev. Sept. 26.

Olsen's Big Moment. El Brendel's first feature. Barbara Weeks, Walter Catlett. Dir. Max Lasker. Rel. Oct. 10.

Paddy the Next Best Thing. From the stage play. Janet Gaynor, Warner Baxter. Dir. Harry Lachman. 65 mins. Rel. Sept. 8. Rev. Aug. 22.

Pilgrimage. Mother love from a new angle. From the I. A. R. Wiley story. Dir. John Ford. 95 mins. Rel. Aug. 15. Rev. July 18.

Power and the Glory. The. Jesse LaRue's 'narrative' story. A man's career in flashbacks. Spencer Tracy, Colleen Moore. Dir. Wm. K. Howard. 87 mins. Rel. Oct. 15.

Shanghai Madness. Magazine story by F. H. Brennan. River pirates on a Chinese steamer. Spencer Tracy, Fay Wray. Dir. John Blystone. 63 mins. Rel. Aug. 4. Rev. Sept. 26.

Smoky. From the novel by Will James. Victor Jory, Irene Bentley, Ford. Dir. Eugene Ford. Rel. Dec. 8.

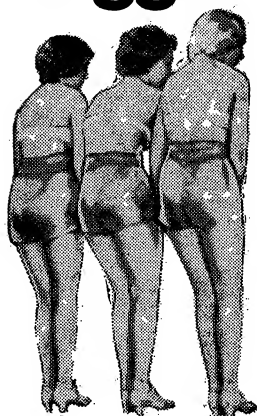
Trick for Trick. Stage play of same title. Ralph Morgan, Victor Jory, Sally Blane. Dir. Hamilton McFadden. 68 mins. Rel. April 21. Rev. June 13.

Walls of Gold. From Kathleen Norris novel. Sally Eilers, Norman Foster. Dir. John Ford. Rel. Oct. 10.

Warrior's Husband. The. Stage play by Julian Thompson. An Amazon who had a heart. Elissa Landi, Marjorie Rambeau, Ernest Truex, David Manners. Dir. Walter Lang. 74 mins. Rel. May 12. (Lasky production.) Rev. May 12.

(Continued on page 31)

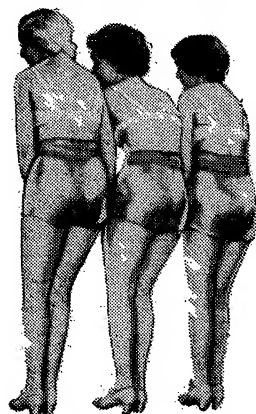
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Supervised by William Rowland. Dances staged by Bobby Connolly

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"TAKE A CHANCE"



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"TAKE A CHANCE"

Produced by Lawrence Schwab in association with Wm. Rowland-Monte Brice

"TAKE A CHANCE"

Musical Numbers Staged by

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CONNOLLY**

"Moonlight and Pretzels"

**JOSEPH A.
VALENTINE**

Chief Cinematographer

**ROBERT
GLECKLER**

*Playing Original Role
(The Menace) "MIKE"*

Direction
LEO MORRISON
JOE RIVKIN, Associate



JUNE KNIGHT

"Take A Chance" Original Role

Just Completed for Universal

"LADIES MUST LOVE"

Stellar Role

Management—**LEO MORRISON**
JOE RIVKIN, Associate

POST-MORTEM ALIMONY CLAIM VS. RAY LONG

Hollywood, Oct. 30.
Peter B. Kyne and Ben S. Allen, executors of the estate of Pearl Dillon Long, who died last year, are suing Ray Long for \$1,350, alleged arrears of alimony.

The former magazine editor has recently come within the jurisdiction of the California courts as an employee of Columbia Pictures.

Lil Harvey's 'Lottery'

Hollywood, Oct. 30.
Lillian Harvey delays her layoff from Fox contract to take femme lead in 'Lottery Lover,' from an orig by Sig. Herzog and Maurice Hanline.

George Marion, Jr., is writing the screen play, and the special musical score will be fixed by Frederick Hollander, German imported composer.

Al Rockett will produce.

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Phil Goldstone Coquettes With Swanson and Lewis

Hollywood, Oct. 30.
Phil Goldstone is still on the hunt for name talent to play in his pix, 'Divorce Bed' and 'Rosary.' He is trying to get Gloria Swanson for the former, and Lewis Stone to play 'Father Kelly' in the latter.

John Barrymore originally was sought for 'Rosary.'

Milestone Back Nov. 4

Hollywood, Oct. 30.
Lewis Milestone will return from his six month sojourn in Russia Nov. 4. Laurence Stallings who was with Milestone in Russia writing 'Red Square' for Columbia, returned here Monday (23).

Pair will finish yarn on the director's return with pic sketched to get away Dec. 1.

Seiter on 'Clucks'

Hollywood, Oct. 30.
William A. Seiter will direct 'Two Clucks,' Summerville-Pitts pic at Universal.
Dale Van Every, the supervisor, will get 'Poor Rich' out of the way first. Edward Sedgwick directs the latter, and Lella Hyams and Andy Devine support Edward Everett Horton and Edna May Oliver team.

Terrett Scripts 'Ladies'

Hollywood, Oct. 30.
Courtenay Terrett is back on the Metro writing staff.
Writing continuity on 'Three In-discrret Ladies,' Stuart Erwin male lead.

Contracts

Hollywood, Oct. 30.
Harold Hecht to direct dances for one Col pic, and for Stanley Bergerman's filmusker 'I Like It That Way,' at Universal.
Otto Kruger's option taken up for six months by Metro.
Willy Fogany, director, Warners.
Irving Cummings year's directorial pact, Fox.

Comparative

Salesman for a major distrib asked an exhib about one of his company's recent feature pictures.

It was the biggest since 'Three Little Pigs!'

THEM THAR BAR

John Barrymore Has Yarn for door Yarn

Hollywood, Oct. 30.
John Barrymore and Ernest Schoedsack say they'll film a bear pic on Kodiak Isle with their own dough and hope for a release later.
Bear shooting and filming trip is in the offing when neither has studio commitments.

Craven, Smith Off Par

Hollywood, Oct. 30.
Wallace Smith and Frank Craven have finished at Par and are off the company's writing staff.
Smith worked on screen play of 'Trumpet Blows,' while Craven prepared the adaptation of 'Belle of Waldenbrook,' with Agnes Leahy and Lew Gensler.

'ESKIMO' PAIR GO 'SCHOOL'

Hollywood, Oct. 30.
Hunt Stromberg, Metro producer, and John Lee Mahin go east for the opening of 'Eskimo' in New York.
On trip pair will work on the adaptation of 'High School,' which Stromberg will produce, Victor Fleming director.

LOANED FOR 'LOANING'

Hollywood, Oct. 30.
Paul Green, now at Fox, goes to Par Nov. 1 to script 'Green Loan-ing.'
Bracketed with Jane Storm.

Harvey Stephens Drifts

Hollywood, Oct. 30.
Harvey Stephens, Juve, will not have his option renewed by Fox. Player washed up with 'Sleepers East.'

'Dolly' for Miss Harlow, With Gable Opposite

Hollywood, Oct. 30.
Metro has bought 'Dolly,' an orig by Wilson Collison, planning the yarn as a starrer for Jean Harlow, with Clark Gable likely opposite.
Writer authored 'Red Dust.'

Seitz Gets MG 'Comeback'

Hollywood, Oct. 30.
George Seitz, first directorial assignment for Metro 'The Comeback,' an orig by F. Hugh Herbert. Otto Kruger in the cast.

BRENT, CHATTERTON OUT OF 'MANDALAY'

Hollywood, Oct. 30.
Following the example of his wife, Ruth Chatterton, George Brent has been released from 'Mandalay' Warners.

Actor said he didn't want to make the 10-day location trip to Stockton. Lyle Talbot replaces him.
Miss Chatterton turned down the top spot because she didn't like the part.

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"TAKE A CHANCE"

Rowland and Brice have prob-
ably said everything.

I think it's a good picture, too.

LAURENCE SCHWAB

New York, when necessary
Astoria, now and then
Hollywood?
Miami Beach, sure.

YOU'LL REMEMBER NOVEMBER!

Dancing Lady



the most
exciting
and
thrilling
story
of love
and lust

the most
exciting
and
thrilling
story
of love
and lust

SHE'S DANCING WITH JOY IN YOUR HEART!
In the Greatest Musical Romance of any year!

NOVEMBER—M-G-M CHAMP MONTH

SUN	MON	TUE	WED	THU	FRI	SAT
						4
						11
						18
						25
5	6	7	8	9	10	17
12	13	14	15	16	23	30
19	20	21	22	29		
26	27	28				


from **CRAWFORD**
Clark Gable
Dancing Lady

from **PRIZEFIGHTER AND THE LADY**
The Prizefighter and the Lady

from **DRESSER**
Lionel Barrymore
Christopher Bean

from **THE CHIEF**
Ed Winn

A MONTH OF HOLIDAYS!
Follow the Leader



WHEN M-G-M MAKES A MUSICAL PICTURE!

—it's got the CLASS
—it's got the NAMES
—it's got the TEP
—it's got the LUXURY
that M-G-M knows
how to give!



DANCING LADY
You'll hear plenty more about it!

Joan CRAWFORD and Clark GABLE

—(not since "Poison" has their kiss electrified motion picture fans!)



DANCING LADY
from M-G-M in November—
a month of Holidays!



"SO-O-O-O-O-O!"

ED WINN in "The Chief" is another November Month of Holidays release from M-G-M! The Super Spectacular "The Chief" is in the air and ON THE AIR! And Showmen can't wait!




"WHAT BIG EYES YOU HAVE GRANDPA!"

ARMANDO MONTA LOY stars in a new picture in November, Month of Holidays release from M-G-M! The Super Spectacular "What Big Eyes You Have Grandpa!" is in the air and ON THE AIR! And Showmen can't wait!

"I HATE TO BRING THIS UP AGAIN—"


You'll think I haven't got a shred of modesty—
But, honestly, haven't I the right to be proud!

At the end of every year, when all the shouting is over, and the cold, hard facts are on the books—
Isn't it a thrill to find M-G-M on top YEAR AFTER YEAR AFTER YEAR!




"HAPPY BIRTHDAY TO YOU!"

And, many more happy birthday pictures like "CHRISTOPHER BEAN" which opens this November, Month of Holidays release from M-G-M! Another M-G-M November release: "A MONTH OF HOLIDAYS FOR M-G-M SHOWMEN!"



IN ALL YOUR DAYS OF SHOWMANSHIP

never had a picture like it! Exploit it NOW!



HEAVYWEIGHT CHAMPIONSHIP
CAMERA
with JACK DEMPSEY
and STATE TREATY

NOVEMBER! Month of Holidays

CALENDAR OF CURRENT RELEASES

(Continued from page 26)

Worst Woman in Paris. The last production for Fox. Title is explanatory. Benita Hume, Adolphe Menjou, Helen Chandler. Dir. Monta Bell. Rel. Oct. 20.

Freuler Associates

co: R.K.O. Bldg., New York, N. Y.

Easy Millions. Original. Reputed millionaire loses his job, an inheritance and almost his sweetheart. Streets Gallagher, Dorothy Burgess. Dir. Fred Newmeyer. 67 mins. Rel. June 30. Rev. Sept. 26.

Isle of Arabs. Original. Sahara story of British army and Rif, with love interest. Maria Alba, Walter Byron, Claire Windsor. Dir. Phil Rosen. Rel. April 21.

War of the Range. Tom Tyler western. J. P. McGowan. Rel. Sept. 22.

Gaumont-British

Office: 226 West 42nd St., New York.

Baroud. Story of love in Morocco. Rex Ingram. 65 mins. Rel. not set.

Chitana of Billingsgate. Drama. Gordon Harker, Violet Loraine. 71 mins. Rel. not set.

Channel Crossing. Drama. Matheson Lang, Constance Cummings. 67 mins. Rel. not set.

Falling for You. Comedy drama. Jack Hulbert. 71 mins. Rel. not set.

Ghost Train. Comedy drama. Jack Hulbert, Cicely Courtneidge. 67 mins. Rel. not set.

The Ghoul. Drama. Boris Karloff, Anthony Bushnell. 67 mins. Rel. not set.

It's a Boy. Comedy drama. Edward Everett Horton, Leslie Henson, Albert Drayton, Heather Thatcher. Dir. Tim Whelan. 68 mins. Rel. not set.

Ing of the Ritz. Musical comedy. Stanley Lupino, Gina Malo, Betty Stockfield. Dir. Carmine Gallone. 67 mins. Rel. not set.

Love on Wheels. Musical comedy. Jack Hulbert, Gordon Harker. 71 mins. Rel. not set.

Lucky Number. Comedy drama. Clifford Mollison, Joan Wyndham. 67 mins. Rel. not set.

Man from Toronto. Romantic comedy. Jessie Matthews, Ian Hunter, Fred Kerr. Dir. Sinclair Hill. 64 mins. Rel. not set.

Marry Me. Musical comedy. Renate Muller, Harry Green. Dir. William Thiele. 73 mins. Rel. not set.

Night and Day. Musical comedy. Jack Hulbert, Cicely Courtneidge, Winifred Shotter. Dir. Walter Forde. 73 mins. Rel. not set.

Orders in the Field. Comedy of marionette picture making film in British army barracks. James Gleason, Charlotte Greenwood, Cyril Maude. Dir. Walter Forde. 70 mins. Rel. not set.

Prince of Wales. Biographical story of the life of England's heir apparent. 80 mins. Rel. not set.

Comedy drama. Madeline Carroll, Ivor Novello. Dir. Anatol. 67 mins. Rel. not set.

Soldiers of the King. Musical comedy. Cicely Courtneidge, Edward Everett Horton, Anthony Bushnell. Dir. Milton Rosmer. 67 mins. Rel. not set.

There Goes the Bunch. Musical comedy. Jessie Matthews and Owen Nares. Dir. Albert DeCourville. 68 mins. Rel. not set.

Waltz Time. Adaptation of Johann Strauss' "Die Fledermaus." Operetta of life in Vienna in the 90's. Evelyn Laye. Dir. William Thiele. 66 mins. Rel. Oct. 1.

Majestic

lsg. Radio-City, New York City.

Curtain at Eight. Story of a murder mystery by Octavus Roy Cohen. C. Aubrey Smith, Dorothy Mackall, Paul Cavanagh. Dir. E. Mason Hopper. 72 mins. Rel. Oct. 1.

Divorce Bed. The divorce racket assigned. Dir. Dec. 1.

Morning After. The merry mix-up of international spy systems. Ben Lyon and Sally Evers. Dir. Allan Dwan. Rel. Nov. 1.

Shoot Some Western. Romantic drama of Cinderella type. Constance Cummings and Frank Lawton. Dir. Monty Banks. Rel. Nov. 1.

In, Singer. Torch singer marries a millionaire. Paul Lukas, Lelia Hyams. Dir. Howard Christy. 74 mins. Rel. Aug. 1.

In of Nora Moran. The woman is framed to shield the higher-ups. Edith Johnson, Ed. Gurney, Paul Cavanagh, John Miljan. Dir. Phil Goldstone. Rel. Nov. 1.

Trouble Busters. Western. Jack Hoxie, Lane Chandler. 67 mins. Rel. May 15.

You Made Me Laugh. (British made). Farce comedy of the taming of a spiteful wife. Thelma Todd and Stanley Lupino. Dir. Monty Banks. Rel. Nov. 1.

Metro

Office: 1640 Broadway, New York, N. Y.

Another Language. Story of the in-laws from Rose Franken's stage hit. Helen Hayes, Robert Montgomery, Louise Collette Hale. Dir. Edw. H. Griffith. 70 mins. Rel. July 28. Rev. Aug. 8.

Barbarian. The Ramon Novarro as an Egyptian guide who is really a prince. Myrna Loy, Reginald Denny. Dir. Sam Wood. 80 mins. Rel. May 12.

Beauty for Sale. Faith Baldwin's "Beauty." Otto Kruger, Madge Evans, Una Merkel, Alice Brady. Dir. Rich. Boleslavsky. 85 mins. Rel. Sept. 13.

Bombshell. How a bargees picture star with Les Tracy her publicity man. Franchot Tone, Frank Morgan, Ted Healy, Una Merkel. Dir. Victor Fleming. 88 mins. Rel. Oct. 13.

roadway to Hollywood. Three generations in a stage family. Alice Brady, Frank Morgan, Les Tracy, Madge Evans, Eddie Quinn. Dir. William Mark. 83 mins. Rel. Sept. 8. Rel. Sept. 15.

lef The. Ed Wynn as a simperton of the gay "nineties. Dorothy Mackall, William (Stacy) Boyd, Effie Elliser, C. Henry Gordon. Dir. Charles Reisner. 70 mins. Rel. Oct. 13.

Day of Reckoning. Based on Morris Lavine's story. "Hall of Justice." Richard Dix, Madge Evans, Una Merkel, Conway Tearle. Dir. Charles Brabin. 70 mins. Rel. Oct. 27.

Devil's Brother-in-Law. "Fra Diavolo." Laurence and Hardy. Dennis King, Thelma Todd, Jas. Finlayson. Dir. Hal Roach. 91 mins. Rel. May 5. Rev. June 13.

Inner at Eight. From the stage play. by Marie Dressler and Robert Montgomery. Louise Collette Hale. length 110 mins. General release not set.

Below. The submarine heroes of the World War. Robert Montgomery, Jimmy Durante, Madge Evans, Walter Huston. Dir. Jack Conway. 105 mins. Rel. May 2. Rev. May 2.

Hold Your Man. A smart aleck crook who escapes everything but love. Jean Harlow, Clark Gable, Stuart Erwin. Dir. Sam Wood. 89 mins. Rel. June 30. Rev. July 4.

Made of Broadway. Original. Press agent power in politics and society. Robt. Montgomery, Madge Evans, Sally Eilers, Eugene Palette. Dir. Harry Beaumont. 70 mins. Rel. Aug. 15. Rev. July 11.

the Baron. Jack Pearl brings his radio characterization to the screen. Jimmy Durante, Jimmy Edgar, Thelma Todd, Ted Healy and his stooges. Dir. Walter Lang. 70 mins. Rel. Oct. 20.

idnight Mary. Gangster story with the trial-fiasco used. Loretta Young, Ricardo Cortez, Franchot Tone. Dir. Wm. Wellman. 75 mins. Rel. June 30. Rev. July 2.

Night Flight. The air story of a South American flight from the novel by Saint-Exupery. John Barrymore, Helen Hayes, Clark Gable, Lionel Barrymore, Robt. Montgomery, Myrna Loy. Dir. David O. Seiznick. 89 mins. Rel. Oct. 13.

Nuisance. The Les Tracy as an ambulance-chasing lawyer. Madge Evans, Frank Morgan, Charles Butterworth. Dir. Jack Conway. 81 mins. Rel. June 2. Rev. May 30.

peg at My Heart. From the famous play. Marlon Davies, Onslow Stevens, Juliette Hampton, J. Farrell MacDonald. Dir. Robt. Z. Leonard. Rel. May 26. Rev. May 23.

Penthouse. Arthur Somers Roche. Cosmopolitan serial. Warner Baxter, Myrna Loy, Mae Clark. Dir. W. S. Van Dyke. 1st. Sept. 8. Rev. Sept. 12.

Reunion in Vienna. From Sherwood's stage play. Exiled royalty returns for a last fling. John Barrymore, Diana Wynyard, Frank Morgan. Dir. Sidney Franklin. 80 mins. Rel. June 16. Rev. May 2.

Solitaire. May Crook story with plenty of punch. Herbert Marshall, May Robson, Elizabeth Allan, Ralph Forbes. Dir. Jack Conway. 62 ins. Rel. Sept. 22. Rev. Sept. 26.

Stage Mother. From Bradford Spock's novel of stage life. Alice Brady, Maureen O'Sullivan, Franchot Tone, Phillips Holmes. Dir. Chas. R. Brabin. 55 mins. Rel. Sept. 25. Rev. Oct. 3.

Stranger's Return. The Phil Stong's story of the middle western farm life. Lionel Barrymore, Miriam Hopkins, Stuart Erwin, Franchot Tone. Dir. Kings Vidor. 85 mins. Rel. Aug. 21. Rev. Aug. 21.

Storm at Daybreak. Triangular story in a Serbian setting. Kay Francis, Nils Asther, Walter Huston, Phillips Holmes. Dir. Richard Boleslavsky. 78 mins. Rel. July 14. Rev. July 23.

Tugboat Annie. From the Saturday Eve Post series. Marie Dressler, Wallace Beery, Fred Perry, LeRoy. 88 mins. Rel. Aug. 4. Rev. Aug. 15.

Turn Back the Clock. Story of a man who relives his past. Lee Tracy, Mae Clerk, Peggy Shannon. Dir. Edgar Selwyn. 80 mins. Rel. Aug. 25. Rev. Aug. 25.

When Ladies Meet. Based on Rachel Crothers' Broadway success. Ann Harding, Robert Montgomery, Frank Morgan. Dir. Harry Beaumont. Rel. June 23. Rev. June 27.

Studio: 6048 Sunset Blvd., Hollywood, Cal.

Avenger. The vengeance in prior. Ralph Forbes, Adrienne Ames. Dir. Ed. Marlin. 72 mins. Rel. Aug. 25. Rev. Oct. 10.

Black-Beauty. Horse story. Alex. Kirkland, Esther Rosen. 70 mins. Rel. Aug. 10. Rev. Aug. 29.

Devil's Mate. The convicted murderer who dies in the electric chair ahead of the shock. Peggy Shannon, Preston Foster. Dir. Phil Rosen. 66 mins. Rel. Aug. 15. Rev. Sept. 26.

Fighting Tennesse. Oil country story. Rex Bell. 65 mins. Rel. Aug. 15. Rev. Sept. 26.

Fugitive. The \$500,000 mail robbery. Western. Rex Bell, Cecilia Parker. Dir. Harry Fraser. 64 mins. Rel. Aug. 10. Rev. Sept. 26.

Gaillard Foot. The one ring circus in the cattle country. Bob Steele. Arletta Duncan. Dir. R. N. Bradbury. 55 mins. Rel. July 29.

Galloping Romeo. Western story. Bob Steele. Dir. N. Bradbury. 64 mins. Rel. Sept. 26.

Phantom Broadcast. The radio crooner who sings by proxy. Ralph Forbes, Vivienne Osborne. Dir. Phil Rosen. 72 mins. Rel. July 15. Rev. Aug. 1.

Rainbow Ranch. Adventures of the waterweight champ of the Pacific fleet. Rex Bell, Cecilia Parker. Dir. Harry Fraser. 64 mins. Rel. Aug. 25. Rev. Sept. 26.

Rangers Code. Texas cattle ranger story. Bobe Steele. N. Bradbury. 55 mins. Rel. Sept. 15. Rev. Sept. 26.

Return of Casey Jones. The railroad story. Chas. J. P. Mordaunt. 67 mins. Rel. July 25.

Sensation Hunters. Society high life. Arline Chase. 70 mins. Rel. Sept. 20.

Skyway. Aviation pilot's ship-to-shore line. Ray Walston, Kathryn Crawford. Dir. Lew Collins. 67 mins. Rel. Aug. 15. Rev. Sept. 26.

Spin It. The murder mystery with a neat twist. Lionel Atwill. 70 mins. Rel. July 25. Rev. July 11.

Sweetheart of Sigma Chi. College musical. Mary Carlisle, Buster Crabbe. Dir. Ed. Marlin. 80 mins. Rel. Oct. 1.

Trailing Horn. Texas ranger gets far from home, but gets his man. Bob Steele, Doris Hill. Dir. J. P. McCarthy. 55 mins. Rev. June 6.

Paramount

Office: 1501 Broadway, New York, N. Y.

Big Executive. Story of big business from Alice Duer Miller's story. Ricardo Cortez, Rich. Bennett, Elizabeth Young, Sharon Lynn. Dir. Earl C. Kenton. 70 mins. Rel. July 20.

College Days. Comedy. Bing Crosby, Jack Oakie, Rich. Arlen, Mary Carlisle, Burns and Allen. Dir. Wesley Ruggles. 624. Rel. June 30.

Disgraced. Story of betrayed love. Helen Twelvetrees, Bruce Cabot. Dir. Earle C. Kenton. 840. Rel. July 7. Rev. July 8.

Eagle and the Hawk. The story of the Royal Flying Squadron in the World War. Fredric March, Jack O'Brien, Cary Grant, Carole Lombard. Dir. Stuart Walker. 74 mins. Rel. May 10. Rev. May 16.

Gambling Ship. Explanatory title. Cary Grant, Benita Hume. L. Louis Gasnier. 630. Rel. July 25. Rev. July 25.

Girl of the Year. The mysterious beauty in a hospital drama. Jas. Duhan, Ioria Stuart, David Manners. Dir. George Somnes, Alexander Hall. 65 mins. Rel. May 26. Rev. May 26.

Golden Harvest. Story of the midwestern farms and Chicago wheat pit. John Ford, Ed. Gurney, Morris Morris, Tobin. Dir. Ralph Murphy. 71 mins. Rel. Oct. 22.

Hell and High Water. Waterfront story with a U. S. Navy background. Rich. Arlen, Judy Allen, John Hall, George Raft, Guy Standing. Dir. Grover Jones and Wm. Stevens McNutt. Rel. Oct. 27.

Her Bodyguard. A musical comedy star and her hired sleuth. Wynne Gibson, Edmund Lowe, Johnny Hines, Marjorie White. Dir. Wm. Beaudine. Rel. July 21. Rev. Aug. 8.

I Love the Man. (Production). Romantic drama. Edmund Lowe, Nancy Carroll. Dir. Harry Joe Brown. 74 mins. Rel. June 9. Rev. July 11.

I'm No Angel. Max West original. Max West in fights as a lion tamer. Robert Montgomery, Ed. Arnold, Raff Harode. Dir. Wesley Ruggles. 87 mins. Rel. Oct. 13. Rev. Oct. 17.

International House. Farce comedy. Peggy Hopkins Joyce, W. C. Fields, Rudy Vallee, Fred Astaire, Sam. West, Ed. Cab Callaghan. Dir. Eddie Sutherland. 68 mins. Rel. June 2. Rev. May 30.

Jennie Gerhardt. From the Thelma Dreiser story. Sylvia Sydney, Donald Cook, Mary Astor. Dir. Marion Gerling. 95 mins. Rel. June 16. Rev. June 15.

Mama Loves Papa. Trials of a henpecked. Chas. Ruggles, Mary Boland, Norman Taurog, Walter Catlett. Dir. Norman MacLeod. Rel. July 14. Rev. July 25.

Man of the Forest. Western. Harry Carey, Randolph. Rel. July 14.

Midnight. The story of a night thief. Geo. Raft, Clive Brook, Guy Standing, Allison Sipkowitz. 70 mins. Rel. July 23. Rev. Aug. 1.

One Sunday Afternoon. From the stage play. Loves in a small town. Gary Cooper, Jeanette MacDonald, Frances Fuller. Dir. Louis D. Lighton. 68 mins. Rel. Sept. 1. Rev. Sept. 6.

Song of Songs. From Suderman's story and Sheldon's play. Marlene Dietrich, Brian Aherne, Lionel Atwill. Dir. Rouben Mamoulian. 70 mins. Rel. July 23.

Story of Temple Drake. The From Wm. Faulkner's "Sanctuary." The story of an oversexed girl. Miriam Hopkins, Jack La Rue, Wm. Collier. Jr. Dir. Stephen Roberts. 68 mins. Rel. May 15. Rev. May 9.

Sunset. The story of a night thief. Geo. Raft, Clive Brook, Guy Standing. Allison Sipkowitz. 70 mins. Rel. July 23. Rev. Aug. 1.

This Day and Age. Revolt of the children against politics and gangsters. Chas. Bickford, Judith Allen. Dir. Cecil de Mille. 82 mins. Rel. Aug. 25. Rev. Aug. 25.

Three Cornered Lion. From the stage play. Domestic problems of a mildly insane family. Claudette Colbert, Rich. Arlen, Mary Boland. Dir. Elliott Nugent. 70 mins. Rel. Aug. 4. Rev. Aug. 15.

Tillie and Gus. Keeper of a Chinese resort and her brother, an Alaskan bad man, come back home to claim their inheritance, a battered ferry boat. W. C. Fields and Allison Sipkowitz handle the comedy with plenty of opportunity. Dir. Francis Martin. 67 mins. Rel. Oct. 1.

Too Much Harmony. Used backstage story. Bing Crosby, Jack Oakie, Skeets Gallagher, Harry Green, Ned Sparks, Judith Allen. Dir. Eddie Sutherland. 70 mins. Rel. Sept. 15. Rev. Sept. 26.

Torch Singer. The unwed mother doubles as a cabaret hotcha and a radio mother. Thea Gilmore, Ricardo Cortez, David Manners, Lydia Lee. Dir. Alex. Hall and Geo. Sommers. 70 mins. Rel. Sept. 8. Rev. Oct. 10.

Way to Love. The Chevalier, incognito, finds romance with a French carnival girl. Jeanette MacDonald, Ed. Everett Horton, Minna Gombell. Dir. Norman Taurog. 83 mins. Rel. Oct. 20.

Principal

1270 Sixth Ave., New York, N. Y.

His Fighting Blood. (Principal). Kazan, the dog, in a melodrama of the Northwest Mounted Police, with Richard Terry and Ruth Sullivan. 64 mins. Rel. Dec. 15.

Tarzan the Fearless. (Principal). Feature and eight subsequent two-part chapters. Buster Crabbe, Jacqueline Wells. Dir. Robt. Hill. 60 mins. for feature. Rel. Aug. 15.

Thunder Over Mexico. (Principal). Eisenstein's Mexican made picture over which there has been so much controversy. All native cast. 60 mins. Rel. Nov. 15. Rev. Sept. 26.

Studios: Hollywood, Calif.

Ann Vickers. From the Sinclair Lewis novel. Irene Dunn, Walter Huston, Conrad Nagel. Dir. John Cromwell. 75 mins. Rel. Sept. 22. Rev. Oct. 3.

Big Brain. The small town barber becomes a big time gambler and crook. George E. Stone, Ray Ray, Phillips Holmes, Lillian Bond. Dir. George Archainault. 74 mins. Rel. June 15. Rev. Aug. 15.

Cross Fire. Action western. Tom Keene, Betty Furness, Edgar Kennedy. Dir. Otto Brower. 65 mins. Rel. June 30.

Deluge. The odd story of the world after a second deluge. Peggy Shannon, Lois Wilson, Sidney Blackmer, Matt Moore. Dir. Felix E. Feist. Rel. Sept. 15. Rev. Oct. 10.

7 1st Runs, 26,000 Seats, For 140,000 San D. Pop.

San Diego.

Show business in this town is a mad scramble for business. With seven first-runs to compete for patronage among the 147,000 population, boxoffice boosts are hard to get. Another thing, 26,000 seats are available for picture patrons, which makes it still tougher.

Fox houses last week blew off the lid with slashes in admission price and double bills in three nabe houses. Downtown the Fox went to a 40c top from 55c; afterwards, any seat 25. When the Balboa failed to click "first runs (location is none too good) and 10 acts of vaude, the show was moved intact to the California. Balboa went to double bills, 15c any time.

Spreckels, with Warner and Universal product, has met the admission slash in Fox houses ordered by B. V. turdian in an effort to build up business.

Perry Starts Sumpin'

Big shakeup followed Hunter Perry's entry into amusement field here. The former Atlanta reator, who acquired three theatres in Lynchburg, two in Newport News and one in Charlottesville, immediately announced sweeping changes.

Willis Grist, Jr., transfers from Spartansburg, S. C., to resume control of the Lynchburg houses. Hugh Smart, Lynchburg, remains with his old company, a Public subside, and will be transferred to High Point, N. C.

Lee Young, manager of the Isla, goes to Boston as head of a string of New England indie theatres. Dick Eason, former assistant at the Paramount, promoted to manager of the Isla.

MARCO'S ORPH, DENVER

Has Piece of It Along with Hoffman, Tracy, Arnold

Denver, Oct. 30.

Marco of Fanchon & Marco has bought an interest in the Orpheum, together with Harry Hume, John H. Tracy and Frazee Arnold. Denver attorneys. They have formed the Welton Theatre Corp. to lease the theatre from the receiver. The house has been placed in the pool with the General Theatres, Inc., which now control the Orpheum, Denver, Paramount and Aladdin, all first runs, as well as the Tabor and Rialto.

Huffman, in addition to managing the above, also owns the Bluebird and the Bideaway, neighborhoods. Fanchon & Marco stage shows went into the Orpheum several weeks ago.

\$30,000 Budget Keeps WB Wilshire, L.A., in Camphor

Hollywood, Oct. 30.

Decision of Jack Warner to re-open the newest of the local WB deluxers, the Wilshire, with "Foot-Lite Parade," plus a stage show at \$150. Rel. June 15. Rev. May 15. he learned it would take \$30,000 to equip the house for presentations. Pic probably will be day and dated at the Hollywood and Downtown.

Picketing of Theatres Oke, but No Violence

Minneapolis, Oct. 30.

The right to picket theatres and other businesses has been upheld here by the district court. At the same time permanent injunction was granted against violence by pickets.

Chi Non-Union Ops

Chicago, Oct.

State Congress, ex-burlesque spot, opened last week with pictures-non-union booth.

Men are with new organization known as Independent Operators.

Grossman Quits Chi UA

Chicago, Oct. 30.

Eddie Grossman last week resigned chief of the local United Artists exchange.

Steve Montgo very

• *The Most Glorious Love*

Man's Castle

A FRANK BORZAGE

Production

with

SPENCER TRACY

LORETTA YOUNG

Glenda Farrell • Arthur Hohl • Walter Connolly

Marjorie Rambeau • Dickie Moore

From the play by Laurence Hazard

Screen play by Jo Swerling

A *Columbia*
PICTURE

ANOTHER SCREEN CLASSIC

Story Since "7th Heaven"!

"'MAN'S CASTLE' IS GREAT"

"A gorgeously told, poignantly human Borzage romance, 'Man's Castle' is closer to 'Seventh Heaven' than anything the director has done since. Loretta Young's Trina stands alone above anything she has ever done. Tracy, Loretta Young and Borzage ought to spell busy box-offices for any showman. Plus a picture that can play on the public's heartstrings as the public likes to have its heartstrings touched, in any age."

Hollywood Reporter

"Deft direction . . . delightful humor . . . stirring pathos."

Photoplay Magazine

"A tender beautiful film in the 'Seventh Heaven' mood. Spencer Tracy projects a great heart-warming portrait. Loretta Young gives her best performance to date. Frank Borzage's direction hits the heart. It is a fine production and fine entertainment."

Motion Picture Daily



FOLLOWS "LADY FOR A DAY"

Studio Placements

Hollywood, Oct. 30.
 Matty Fane, Esther Muir, Bryant Washburn, Douglas Fowley, 'The Duchess,' William Berke.
 David Howard, to join five other writers on 'The Mystery Squadron,' Mascot serial.
 Jamieson Thomas, 'Scarlet Pageant,' Par.
 Spencer Charters, 'Hips, Hips Hooryay,' Radio.
 Davidson, 'Wild Birds,' Radio.
 Eddie Prinz, dance scene in 'Overland Bus,' MG.
 Hans Von Twardowsky, 'Scarlet Pageant,' Par.
 Richard Cromwell, 'House of Connolly,' Col.
 Charles Wilson, 'Criminal Within,' Col.
 Eddie Kane, 'Cross Country Cruise,' U.
 Raymond Hatton, 'Alice in Wonderland,' Par.
 Edward Van Sloan, 'Scarlet Pageant,' Par.
 Ward Bond, 'Straightaway,' Col.
 Phillip Reed, 'Veree Teasdale,' 'King of Fashion,' WB.
 Richard Carle, 'Sitting Pretty,' Par.
 Eddie Prinz, 'Born Tough,' Mono.
 David Howard, co-direct with Bert Clark, 'Mystery Squadron,' Mascot.
 Sally O'Neill, lead 'She Was His Gal,' Premier.
 Rudolph Galante, Juan Torrens, Enrique Amos, 'Cross and the Sword,' Fox-Spanish.
 Walter Hartwig, orig.
 Fox.
 Oscar Levant, adaptation 'Seven Lives Were Lost,' Fox.
 Franklin Parker, Donald Douglas, Jack Kennedy, Stanley Blystone, 'Born Tough,' Mono.
 Sam Jaffe (not the producer), 'Scarlet Pageant,' Par.
 Joyzele, to dance in 'Girl Without a Room,' Par.
 William Frawley, 'Miss Fane's Baby,' Par.
 Jack La Rue, 'Trumpet Blows,' Par.
 Harry Woods, James Marcus, Erville Alderson, 'Scarlet Pageant,' Par.
 Thomas Jackson, 'Advice to the Lover,' 20th Cent.
 David Landau, 'As the Earth Turns,' WB.
 Geneva Mitchell, 'I Am Suzanne,' Fox.
 Etienne Glardot, 'Mandalay' and 'King of Fashion,' WB.
 Russell Patterson to design costumes and sets for 'Moulin Rouge,' Fox.
 Noah Beery, Jr., Raymond, 'Viva Villa,' Metro.
 Leon Gordon, writing staff, Metro.
 James K. McGuinness scripting 'West Point of the Air,' MG.
 Gertrude Michael, 'Search for Beauty,' Par.
 Frank Albertson, way, 'Chesterfield,' Walter Byron, 'Man Two Worlds,' Radio.
 Douglas Fowley, 'Sleeper's East,' Fox.
 Gertrude Astor, Esther Muir, Matty Kemp, 'Wine, Women and Song,' I. E. Chadwick.
 Richard Tucker, Laura, 'Treadwell,' Franklin Parker, 'Trouble Shooter,' 20th Cent.
 Brooks Benedict, 'Joe Palooka,' Reliance.
 Walter Mc, 'Moulin Rouge,' 20th Cent.
 Clarence Wilson, 'Nana,' Sam Goldwyn.
 Nora Cecil, Eulalie Jensen, 'Transcontinental Bus,' Metro.
 Harry Woods, Erville Alderson, 'Scarlet Pageant,' Par.
 Theresa Witter, 'Trigger,' Radio.
 Wallis Clark, 'Once Over Lightly,' Radio.
 Doris Anderson to script 'Chicken Hearted,' U.
 Arthur Richman rewriting 'Good Red Bricks,' U.
 Gladys Under treating 'The Grand Candy,' Lasky-Fox.
 Helen Freeman, 'King of Fashion,' WB.
 Hugh Herbert scripting 'Hit Me Again,' WB.
 Joseph Sauer, 'Moulin Rouge,' 20th Cent.
 Harvey Gates collaborating on 'Round House Meg,' MG.
 Harry Chandler, 'and Canany,' Fox-Lasky.
 Car. Hovey, scripting 'Promenade Deck,' Fox.
 Joe Mankiewicz and Keene Thompson, scripting 'You're Tellin' Me,' Par.
 Harry Holman, Vera Lewis, 'Once Over Lightly,' Radio.
 Sidney Toler, 'Trigger,' Radio.
 Walter Connolly, 'Once to Every Woman,' Col.
 John Bright, adapting King Vidor's untitled story, Radio.
 Frank Partos and Ben Orkow, adapting 'Man Who Broke His Heart,' Par.
 Violet Von Bach and J. fort, technical advisers, Par.
 Onslow Stevens and Shirley Gray, 'I Like It That Way,' U.
 James Dunn, 'Claire Trevor,' 'Women and the Law,' Fox.
 Fredrick Vogeding, Marc Lobell, (Continued on page 57)

CALENDAR OF CURRENT RELEASES

(Continued from page 31)

Diplomats. The Wheeler and Woolsey are sent by an Indian tribe to bring peace to the Geneva Conference. Dir. Wm. Selter. 59 mins. Rel. May 2.
 Double Harness. A girl who got her man. Ann Harding, William Powell. Dir. John Cromwell. 76 mins. Rel. July 1.
 Emergency. Emergency racketeers in city hospitals. Bill Boyd, Wynne Gibson, William Gargan. Dir. Edward Cahn. 61 mins. Rel. May 19.
 Flying Devils. Triangle in a flying circus. Arline Judge, Bruce Cabot. Dir. Russell. 60 mins. Rel. Aug. 14. Rel. Aug. 23.
 Little Women. Talker version of the Louisa Alcott story. Katherine Hepburn, Joe Bennett, Paul Lukas, Frances Dee, Jean Parker, Edna Mae Oliver. Dir. Geo. Cukor. Rel. Oct. 6.
 Melody Cruise. Musical novelty which takes place on a world cruise. Charlie Ruggles, Jill Harris, Greta Nissen, Helen Mack. Dir. Mark Sandrich. 76 mins. Rel. June 26.
 Midshipman Jack. Annapolis story. Bruce Cabot, Frank Albertson, Arthur Lake, Betty Furness. Dir. Christy Cabanne. Rel. Sept. 29.
 Morning Glory. Backstage story of a country girl's rise and fall. Katherine Hepburn, John Barrymore, Jr., Adolphe Menjou, Mary Duncan. Dir. Lowell Sherman. 70 mins. Rel. Aug. 18. Rel. Aug. 22.
 No Marriage Deal. From an unproduced play. Satire on advertising agencies. Richard Dix, Elizabeth Allen. Dir. J. Walter Ruben. 75 mins. Rel. Aug. 13. Rel. Aug. 22.
 One Man's Journey. Country doctor achieves fame. Lionel Barrymore, May Robison, Jack McGraw. Dir. John Robertson. 72 mins. Rel. Sept. 8.
 Professional Sweetheart. The story of a radio singer who is forced to live up to her publicized angelic character when her greatest desire is to be naughty-naughty. Ginger Rogers, Norman Foster, Gregory Ratoff, Zasu Pitts. Dir. William A. Selter. 72 mins. Rel. July 13.
 Rafter Romance. A story of Greenwich Village. Ginger Rogers, Norman Foster, Geo. Sidney, Laura Hope Crews, Robert Benchley. Dir. Wm. Selter. 75 mins. Rel. Sept. 1.
 Silver Cord. The mother love carried to excess. Irene Dunne, Laura Hope Crews, Jack McGraw, Frances Dee. Dir. John Cromwell. 76 mins. Rel. May 15. Rel. May 9.
 Son of the Border. Action western. Tom Keene, Julia Haydon, Creighton Chaney. Dir. Lloyd Nosler. 55 mins. Rel. May 15.
 Tomboy. Girl who murders mystery. Chester Morris, Vivienne Osborne, Frank McHugh. Dir. Ray Enright. 62 mins. Rel. June 2. Rel. July 4.
 Advice to the Lovers. Romance and adventures of reporter who edits the agony column and eventually exposes the drug racket. Dir. Alfred Werker. Rel. Dec. 1.
 Bitter Sweet. (British made.) Noel Coward's operetta. Romance of wealthy English girl who elopes to Vienna with her music teacher. Anna Neagle, Fernand Graczyk. Dir. Herbert Wilcox. 93 mins. Rel. Sept. 22. Rel. Aug. 29.
 Bowery Boys. Story of the rivalry between Chuck Connors and Steve Brodie. Famous Brooklyn Bridge jumper. Wallace Beery, George Raft, Jackie Cooper, Fay Wray. Dir. Raoul Walsh. Rel. Sept. 29. Rel. Oct. 10.
 Broadway Through a Keyhole. Walter Winchell's story of Broadway. Constance Cummings, Russ Colombo, Paul Kelly. Dir. Lowell Sherman. Rel. Oct. 12.
 Emperor Jones. Ugené O'Neill's famous drama of a Pullman porter who becomes ruler of a West Indian island. Paul Robeson, Dudley Digges. Dir. Arthur Hays Sulzberg. Rel. Sept. 26.
 Henry VIII (British made). Henry and his six wives. Chas. Laughton. Jr. Alex. Korda. 93 mins. Rel. Oct. 15. Rel. Oct. 17.
 I Cover the Waterfront. Adaptation of Max Miller's best seller about his exploits in the San Diego harbor. Claudette Colbert, Ben Lyon and Eric Von Stroheim. Dir. James Cruze. Rel. June 24. Rel. May 23.
 Maquereder. The Based on John Hunter Booth's adaptation of Katherine Cecil Thurston's novel. Cousins of identical appearance change places, with intriguing political and romantic results. Ronald Colman, Elsie Lander. Dir. Richard Wallace. 75 mins. Rel. Sept. 8. Rel. Sept. 8.
 Samarang. Love amid the pearl divers in Malaysia. Native cast. Dir. Ward Wing. 60 mins. Rel. June 23. Rel. July 4.
 Yes, Mr. Brown. (British made.) Farce comedy with music, laid in Vienna. Jack Palance, Margaret Grahame and Elsie Randolph. Dir. Jack Buchanan. 69 mins. Rel. May.

United Artists

729 Seventh Ave., New York, N. Y.

Office: 730 Fifth Ave., New York, N. Y.
 Rel. Dec. 26.
 Bombay Mail. Edmund Lowe's Production. Ed. Marin. Rel. Dec. 26.
 By Candlelight. Sophisticated comedy-drama. Paul Lukas, Hilma Landi, Nils Astor, Esther Ralston. Dir. James Whale. Rel. Dec. 4.
 Counsellor at Law. Drama. John Barrymore, Bebe Daniels. Wm. Wyler. Rel. Nov. 27.
 Don't Bet on Love. Comedy-drama. Lew Ayres, Ginger Rogers. Murrary Close. 62 mins. Rel. July 12. Rel. Aug. 12.
 Fiddlers' Buckaroos. Western. Ken Maynard. Dir. Ken Maynard. Rel. July 20.
 Her First Mat. Comedy. Summerville-Fitts. Dir. Wm. Wyler. Rel. Aug. 3. Rel. Sept. 5.
 Invisible Man. Mystery-drama. Claude Rains, Gloria Stuart, Henry Travers, Max O'Connor. Dir. James Whale. Rel. Dec. 12.
 King for a Night. Comedy-drama. Chester Morris, Alice White, Helen Twilvelteen. Dir. Kurt Neumann.
 King of the Arena. Ken Maynard in. Lucille Brown, Robt. Kortman. 5 reels. Rel. June 18.
 King of Jazz. The Release, with Paul Whiteman, John Boles. Dir. John H. Auer. Rel. July 12. Rel. June 1.
 Kiss Before the Mirror. The Powerful drama of human emotions. Nancy Carroll, Paul Lukas, Frank Morgan, Gloria Stuart. Dir. Jas. Whale. 67 mins. Rel. May 14. Rel. May 14.
 Love, Honor and Baby. Comedy. Slim Summerville, Zasu Pitts, Lucille Gleason. Vere Teasdale, Donald Meek. Dir. Eddie Buzzell. 63 mins. Rel. Oct. 16.
 Moonlight and Pretzels. Musical. Mary Brian, Roger Pryor, Leo Carrillo. Dir. Fred Seld. Rel. July 27. Rel. Aug. 29.
 Myrt and Marge. Musical. Myrtle Vail, Donna Domeri, Eddie Foy, Jr., Ted Healy, Grace Hayes, J. Farrell MacDonald. Dir. Al Boasberg. Rel. Dec. 11.
 Only Yesterday. Dramatic love story. John Boles, Margaret Sullivan, Reginald Denny, Billie Burke. Dir. John Stahl. Rel. Nov. 6.
 Rebel. The (German made.) Napoleonic story in the Austrian Tyrol. Vilma Banky, Luis Trenker, Victor Varconi. Dir. Luis Trenker, Edwin Knopf. 80 mins. Rel. Aug. 1. Rel. Aug. 1.
 Riders of Justice. Western. Ken Maynard. 18.
 Saturday's Millions. Football story. Robt. Young, Lella Hyams, Johnny Mack Brown. Dir. Edw. Sedgwick. 75 mins. Rel. 9. Rel. Oct. 17.
 Secret of the Blue Room. Mystery drama. Lionel Atwill, Paul Lukas, Gloria Stuart. Dir. Kurt Neumann. 61 mins. Rel. July 20. Rel. Sept. 15.
 S.O.S. Iceberg. An Arctic expedition is stranded in Greenland. Rod LaRoque, Gilbert Gowland, Leni Riefenstahl. Dir. Tay Garnett. 117 mins. (roadshow). Rel. Sept. 26.
 Strawberry Roan. Western. Ken Maynard. Ir. Alan James. Rel. Oct. 23.
 Studios Burbank. (Continued on page 58)

Universal

730 Fifth Ave., New York, N. Y.

Office: 321 W. 44th St., New York, N. Y.
 Baby Face. The story of a hard-bolled girl who reached the top. Barbara Stanwyck, Geo. Brent. Dir. Alfred E. Green. 71 mins. Rel. July 1. Rel. June 27.
 Captivity. Behind the scenes in a German prison. Leslie Howard, Douglas Fairbanks, Jr., Paul Lukas, Margaret Lindsay, Roy del Ruth. 72 mins. Rel. Aug. 19. Rel. Aug. 22.
 College Coach. A football story with a new twist. Dick Powell, Ann Dvorak, George Raft, and Lyle Talbot. Dir. William A. Wellman. 77 mins. Rel. Nov. 4.
 Ever in My Heart. War theme story, but without conflict angle. German-American husband and an American wife. Barbara Stanwyck, Otto Kruger, Ralph Bellamy. Dir. Archie Mayo. 70 mins. Rel. Oct. 28. Rel. Oct. 17.
 Finger Man. A petty gangster finally breaks away from his gang. James Cagney, Mae Clark, Paul Leslie Fenney. Dir. Det. Ruth. Rel. Dec. 9.
 Footlight Parade. Gaiety musical with backstage locale. James Cagney, Joan Blondell, Ruby Keeler, Dick Powell. Dir. Lloyd Bacon. 129 mins. Dances by Busby Berkeley. Rel. Oct. 2. Rel. Oct. 10.
 From Headquarters. A crime drama with a murder committed right in headquarters. Fred Astaire, Margaret Lindsay and Eugene Pallette. Dir. William Dieterle. 65 mins. Rel. Dec. 2.
 Goldiggers of 1933. New version of Avery Hopwood's stageplay done as a super-musical. Warren Williams, Joan Blondell. Dir. Mervyn LeRoy. 94 mins. Rel. May 27. Rel. June 13.
 House on 56th Street. Drama of a gambling lady. Kay Francis, Ricardo Cortez, Gene Raymond, Margaret Lindsay and Frank McHugh. Dir. Robert Florey. 70 mins. Rel. Dec. 23.
 Kennel Murder Case. A drama depicting the unusual solution of an unusual murder. William Powell, Mary Astor, Helen Vinson, Ralph Morgan and Curt Michael. Dir. Michael Curtiz. 76 mins. Rel. July 4. Rel. July 4.
 Life of Jimmy Dolan. The. From a recent novel. Prizefighter finds regeneration. Doug Fairbanks, Jr., Loretta Young, Aline McMahon, Guy Kibbe. 89 mins. Rel. June 3. Rel. June 20.
 Mary Stevens, M.D. Story of a woman doctor. Kay Francis, Lyle Talbot, Glenda Farrell. Dir. Lloyd Bacon. 71 mins. Rel. July 22. Rel. Aug. 8.
 Mayor of Hell. The. From Iselin Auger's drama. Reform school background. James Cagney, Madge Evans, Frankie Darro. Dir. Archie Mayo. 90 mins. Rel. June 24. Rel. July 4.
 Narrow Corner. The. From the story by W. Somerset Maugham. South Sea locale. Doug Fairbanks, Jr., Patricia Ellis, Ralph Bellamy, Dudley Digges. Dir. Alfred E. Green. 67 mins. Rel. July 4. Rel. July 4.
 Private Detective 62. From a fiction story. William Powell, Margaret Lindsay. 67 mins. Rel. June 17. Rel. July 11.
 Silk Express. The. Mystery drama of silk shipments. Niel Hamilton, Allen Jenkins, Dudley Digges. 61 mins. Rel. June 10. Rel. June 27.
 The Man from Monterey. Western drama. John Wayne, Ruth Hall. Mack V. Wright. 67 mins. Rel. July 22. Rel. Aug. 22.
 Voltaire. Life of France's celebrated wit and philosopher. George Arliss, Doris Kenyon, Margaret Lindsay. Dir. John Adolfi. 72 mins. Rel. Aug. 6. Rel. Aug. 6.
 Working Man. Original. Romance in the shoe business. Geo. Arliss, Bette Davis. Dir. John Adolfi. 77 mins. Rel. May 6. Rel. April 25.
 World Wide Offices. 1501 Broadway. (Releasing Through Fox) New York, N. Y.
 Lone Avenger. The. Original. Ken Maynard western. Muriel Gordon. Alan James. 61 mins. Rel. July 14. Rel. July 14.
 Study in Scarlet. Sherlock Holmes story. Reginald Owen, June Anna May Wong. Dir. Edw. L. Marin. 73 mins. Rel. May 14. Rel. June 6.
 Big Chance. The. (Eagle.) Prizefighter-socialist story. John Darrow, Merna Kennedy. Ir. Al. Herman. 53 mins. Rel. Sept. 5.
 Big Drive. The. Authentic war-pictures from records of eight governments. 91 mins. Rel. Jan. 19. Rel. Dec. 27.
 Cougar. (Sidney Snow.) Day Bruce captures mountain lions with bare hands. 70 mins. Rel. May 20.
 Faithful Heart. The. (Heber.) British made. Romantic story of a faithful love. British cast. 65 mins. Rel. Aug. 22.
 Gigolette of Paris. (Equitable.) Gold digger story in Parisian locale. Madge Bellamy, Natalie Moorhead. Dir. Alphonse Marlet. 59 mins. Rel. Oct. 17.
 Hell's Holiday. (Superb.) Compilation of war scenes. 90 mins. Rel. July 18.
 His Private Secretary. Girl converts her father-in-law to approval of his son's marriage. Evelyn Knapp, John Barrymore, Jr., Dir. Phil H. Whitman. 63 mins. Rel. 10. Rel. Aug. 8.
 Important Witness. The. (Towen.) Story with a gangster touch, but mostly done in a long distance bus. Noel Francis, Donald Dillaway. Dir. Sam Newfield. 63 mins. Rel. Sept. 26.
 Laughed at Life. (Marcel.) Story of a gun-running adventurer. Victor McCarty, Conchita Montenegro, Ruth Hall. Dir. Ford Beebe. 71 mins. Rel. July 18.
 Mr. Broadway. Broadway-Hollywood. A day in the life of a 'B-way' comedian with Sullivan taking the camera around. Big cast names in for a moment to oblige the columnist. Dir. Johnnie Walker. 59 mins. Rel. Sept. 27. Rel. Sept. 19.
 Neighbors. Lives and Landscapes. Domestic murder problem. Dorothy Macdonald, Edna May Oliver. Dir. Francis Tatford. 56 mins. Rel. Oct. 17.
 Night and Day. (Gaumont-British.) Farce comedy of a thief chase in a wax museum. Jack Hurburt, Cicely Courtneidge. 76 mins. Rel. May 29.
 Police Call. (Showmen.) Ring story with an unexpected angle. Nick Stuart, George Raft, Zasu Pitts. 63 mins. Rel. Aug. 14. Rel. Aug. 14.
 Sleepless Nights. (Remington.) British made story on farcical lines. Polly Walker, Stanley Lupino. Dir. Thos. Bentley. 63 mins. Rel. July 21. Rel. July 25.
 Taming of the Jungle. (Invincible.) Animal training methods. Rev. June 6.
 What a Wonderful World. (Equitable.) From a stage play. Jungle background for story of a girl tricked by a mock marriage. Dorothy Burgess, Alan Hale. Dir. Arthur Gregor. 60 mins. Rel. Mar. 7.
 Foreign Language Films
 (Note: because of the slow movement of foreign film year of releases.)
 (Most of these available with English titles.)
 Barberina, die Taenzerin von Sansouci. (Capital) (Ger.). Musical comedy. Lili Dagover, Otto Gebauer. Dir. Carl Frolich. 83 mins. Rel. Nov. 29.
 Berlin-Alexanderplatz. (Ger.) (Capital). Strong crime drama. Heinrich Heine, Fritz Kortner. 80 mins. Rel. Jan. 1, Rev. May 15.
 Bettelstudent. (Ger.) (General). (Ger.) Operetta. Dir. Viktor Janson. 100 mins. Rel. Oct. 15.
 Cinq Gentlemen Maudit (Protex) (French). Mystery drama. Rene Lefevre, Harry Baur. Dir. Julien Duvivier. 78 mins. Rel. Jan. 15. Rel. Jan. 24.
 Das Nachtleben in Berlin. (Capital) (Ger.). Love in Hawaii. Dir. Leo Lasky. 80 mins. Rel. Jan. 15. Rel. Jan. 31.
 Das Schoene Abenteuer. (German) (Protex). Romantic comedy. Kaethe von Nagy, Dir. Reinhold Schunzel. 83 mins. Rel. Dec. 1. Rel. Dec. 15.
 Der Brave Suender. (Ger.) (European). Fast comedy. Max Pallenberg. Dir. Fritz Kortner. 80 mins. Rel. April 1. Rel. April 4.
 Der Hauptmann von Koppenick. (Kinetradre) (Ger.). Comedy. Max Adalbert. Dir. Richard Oswald. 96 mins. Rel. Jan. 15. Rel. Jan. 24.
 Der Schwarze Hussar. (Protex) (Ger.). Costume romance. Conrad Dir. Gerhard Lamprecht. 90 mins. Rel. Jan. 15. Rel. Jan. 24.
 Dos Nachos (Heberg) (Spanish). Musical. Conchita Montenegro. 105 Borscouque. 65 mins. Rel. May 1.
 Donna d'una Notte (Portale) (Italian). Court adventure. Francesca Bertini. Dir. Marcel L'Herbier. 85 mins. Rel. March 1. Rel. March 14.
 Drei Tage Mittelmeer. (German) (Capital). Fast German farce with all-star cast. 70 mins. Rel. May 1. Rel. May 23.
 Orunter und Orueber. (Ger.) (Germania). Musical comedy. Dir. Max Feld. 85 mins. Rel. Dec. 15. Rel. Dec. 20.
 Eine Liebesnacht. (German) (Capital). Farce. Harry Liedke. 83 mins. Rel. May 1. Rel. May 23.
 Eine Nacht in Paradise. (Kinetradre) (Ger.). Musical comedy. 90 mins. Rel. Feb. 1. Rel. Feb. 23.
 Eine Tier Gehr Auf. (Protex) (Ger.). Mystery thriller. 68 mins. Rel. (Feb. 1). Rel. Feb. 7.
 False Uniforms. (Russ.) (Amkino). Dir. Lopashinski. mins. Rel. 13. Rel. Nov. 28.
 Frau von Der Man Spricht. (German) (General). Mady Christians. Melodrama. Dir. Viktor Jansen. 75 mins. Rel. April 15. Rel. May 2.
 Friederike. (Kinetradre) (Ger.). Dramatic operetta based on Goethe's life. Mady Christians. 90 mins. Rel. March 1. Rel. March 23.
 Gefahren. (German) (Madison). Sex drama. Tony Dir. Eugen Thiele. 65 mins. Rel. May 1. Rel. May 2.
 Grosse Attraktion. Die (Bavaria) (Ger.). Drama is show biz. Tauber. Dir. Max Reichmann. 70 mins. Rel. Aug. 1.
 Hellscher. Der (Ger) (General). Farce. Max Adalbert. 100 mins. Rel. 1. Rel. Nov. 28.
 Hertha's Erwachen. (Protex) (Ger.). Delicate life problem. Lamprecht. 95 mins. Rel. March 10. Rel. March 14.
 Heute Nacht Eventuell. (Ger.) (General). Musical comedy. Dir. E. W. 80 mins. Rel. July 1. Rel. July 11.
 Holizars. (Russ.) (Amkino). (German) (Capital). Comedy. Felix Viktor Janson. 85 mins. Rel. Jan. 1. Rel. Jan. 17.
 Horizon. (Russ) (Amkino). Jewish search for home. Dir. Lev Kuleshov. 100 mins. Rel. May 10. Rel. May 16.
 Hypocrit a Laka. (Hungarian) (Hungarian). Fast farce. 75 mins. Rel. Jan. 1. Rel. Jan. 17.
 Ich Glaub Nie Mehr an Eine Frau. (Bavaria) (Ger.). To music. Richard Tauber. Dir. H. Reichmann. 100 mins. Rel. Oct. 4.
 Ich Will Dich Wissen. Wer Du Bist. (Interworld) (Ger.). Musical. Dir. Giza von Borty. Hald. Froelich. 70 mins. Rel. Feb. 15. Rel. Feb. 21.
 Island of Doom. (Russ) (Amkino). Two men and a woman on a desert island. Dir. Timonshenko. 90 mins. Rel. July 15. Rel. July 18.
 Ivan. (Garrison) (Russ.). Transformation of peasants. Dir. Dovzhenko. 90 mins. Rel. May 1. Rel. May 16.
 July 14. (Protex) (French). Sentiment to music. Annabella. 75 mins. Rel. Oct. 15. Rel. Oct. 24.
 (Continued on page 58)

West's 21G, Balto, May Break Admish Record, Cent'y 15G

Baltimore, Oct. 30. This is the last week of straight time at the Stanley and they've brought in Mae West to sing the swan song; it will be a happy ballad all around. Opening with midnite to Thursday, the big attraction, "I'm No Angel," has seen such terrific turnouts the ushers are receiving turning in the knapsack of new prizes. Not much bally expended or needed, this one will thunder down the stretch to push-over \$21,000; only through lowered tariffs a record gross would be reached. Top attraction figure hung up by "Tugboat Annie" when 60,000 paraded before the choppers may be cracked. Oddly, the terrific new dress won't milk the town by any means, and that may augur bettering of economic conditions. Over on the Century stage the "Cotton Club Revue" is primed to battle all the way with the curvaceous gal and ultimately come off with enough laurels of its own to touch \$15,000, sweet 'n' hot.

There's a far from quiet with "Love, Honor, Oh, Baby," held out to the kids and more naive patrons, and with day's start on rest of field will hold up well and pull out with \$8,000 stout.

At the Hipp the vaude headliner, Alexander Gray, is out, a late cancellation due to illness; Aggie Appleby is named to fill nothing important on stage, so the best house can hope for is \$12,000, fairish.

There has to be a goat somewhere in this week's line-up and all signs point to the unimpressive "Worst Woman in Paris" at the New. This smallie will find it difficult to keep alive in such a crowded field. Doubtful if it garners \$3,000, poor.

Estimates for This Week
Century (Loew-VA) (3,200; 35-40-55-65) "Day of Reckoning" (MG) and "Cotton Club Revue" on stage. Flick is weak on name and stage, but quickly all the big done will have to be drafted by colored show, and that will be plenty due to this town's keen taste for a new type of entertainment. House will snag \$15,500, bullish. Last week "Meet the Baron" (MG) and vaude mild at \$13,000.

Hippodrome (Rappaport) (2,500; 25-35-40-55-65) "Aggie Appleby" (RKO) and vaude. Weak pic and nameless acts on rostrum will keep this usually bright barnyardtrack from rival competition. Will have to content itself with no more than \$12,000, no red, but little profit. Last week "Ace of Aces" (RKO) and Milton Berle snagged \$9,000, nifty.

Kath's (Schamberger) (2,400; 25-30-40-55) "Love, Honor, Oh, Baby" (U). Pitts-Summerville team has acquired rather a neat following among the burlesque and vaude crowd and with kids and shoppers matinee play considered, and on strength of good notices, week should total \$4,000, sturdy.

Lee Tracy out of 'Villa' Hollywood. Lee Tracy is out of Metro's "Viva Villa" with studio testing others for the part. Studio decided part was too small for player.

Wallace Berry, Irving Pichel, George Stone, Joseph Schildkraut and George Regas left Friday (27) for "Villa" location in Mexico City. Accompanying players were 30 technicians and bit players.

Des Moines, Oct. 30. Almoce Sempie McPherson had pretty good luck here a few days ago, so has contracted for the Coliseum for Nov. 2 to 12 for a revival campaign.

Her advance agents are now rehearsing a full chorus choir, and there'll be a band, too.

SAN FRANCISCO

(Continued from page 10)

with Summerville-Pitts in "Love, Honor and Oh Baby" and vaude. Team hasn't the punch of former pic.

St. Francis getting some customers with the Howard Jones football pic made by Norman Sper, along with "Bureau Missing Persons."

Estimates for This Week
Columbia (Far West) (1,700; 50-75-11-150) "Henry VIII" (UA). Opens Nov. 1 and greatly anticipated. Second and final week of "Emperor Jones" (UA) also at roadshow prices. Twice-daily, but unsatisfactory \$5,000.

Embassy (FWC) (1,400; 35-55-65) "Night Flight" (MG). Looks like around \$3,000, same as last week's "Bombsell" (MG) moved from the Warfield also.

Fox (Leo) (5,000; 25-35) "Broken Dreams" (Co-op) and 10 acts of vaude, latter giving show. Impulse to make \$10,000. Last week was but six days, quitting a day early to permit Friday openings henceforth, and with "Dance, Girl, Dance" (MGM) anemic at \$7,000.

Golden Gate (RKO) (2,844; 50-40-65) "Love, Honor" (U) and vaude. Poor at \$9,000; away under \$10,500 last week on "Ann Vickers" (RKO).

Orpheum (F&M) (2,400; 35-40) "Flaming Gold" (RKO) and stage show with Grace Hayes, Rube Wolf. Probably \$8,000; better than last week's "Gus and Tilly" (RKO) and George Givot, June Purcell on stage.

Paramount (F-WC) (3,700; 30-40-55) "I'm No Angel" (Par). (2nd week) Record smash. Perhaps \$21,000, helped by all-Saturday night show gets to Embassy after this week. First week was all \$14,000, while last week's "Night Flight" (MG) was cut down by competition to \$19,000.

United Artists (1,400; 25-35-50) "Missing Persons" (WB) and "Kick Off" (Sper). Latter topical football film helping to okay \$6,000, while last week was around \$6,000 with "Tilly and Gus" (Par) and "Solitaire Man" (M-G).

Warfield (F-WC) (2,700; 35-55-65) "Ever in My Heart" (WB) and stage show with Jack Osterman, Walt Roemer. Season's low at \$14,000, while last week's "Night Flight" (MG) was cut down by competition to \$19,000.

Colleen Moore's 1st Radio
Hollywood, Oct. 30.

Radio has decided to develop an H. N. Swanson or Nothing Else Matters, as Colleen Moore's first picture for that company.

William A. Seiter will direct, Swanson functioning as associate producer.

Setting 'Crooner'
Hollywood, Oct. 30.

George Marion, Jr., is dialoing "Love Life of a Crooner" which Universal will make, starring Russ Columbo and June Knight.

Original by William Anthony McGuire, Eddie Buzzell.

AWAIT SHEEHAN'S O.O.
Hollywood, Oct. 30.

Fox Movietone Pictures scheduled for this week, has been slowed until Nov. 13, so that Winnie Sheehan can ogle the piece before the getaway.

James Gleason to Par
Hollywood, Oct. 30.

James Gleason has left Metro's "Payment in Full" to go to Paramount for "Search for Beauty."

Metro agreed it was a better pic part.

Payton on Dresser Yarn
Hollywood, Oct. 30.

Stuart Payton, one of the first pic directors, and an old-time actor, is on the Metro lot trying to develop an orig for Marie Dressler.

Payton has been retired for several years.

Scripts 'Green Gold'
Hollywood, Oct. 30.

Howard Estabrook joins Charles R. Rogers Nov. 1 to script Rex Beach's "Green Gold."

Gets a leave from Metro to fulfill a previous commitment to Rogers for one pic.

Stephen Roberts' Next Par
Hollywood, Oct. 30.

Stephen Roberts gets the meg on Paramount's "Thirty Day Princess" instead of "Lives of a Bengal Lancer."

Sylvia Sidney will be starred.

KEYHOLE-WEAVERS, 14G, BEST IN PROV.

Providence, Oct. 30. Entertainment not so hot, both pictures and stage. The three variety houses seem to be just as much in the doghouse as the straight picture stands, although there is plenty emphasis on the flesh shows.

Loew's most likely will be in the lead, largely because of Broadway Thru Keyhole. Weaver Brothers on stage, but the picture is attracting.

The RKO Albee the worst off of the three, with "The Girl in the Appleby" on screen with Lillian Shade headlining vaude; \$7,000 at the most; at least four grand under gross. Last week's "The Girl in the Appleby" with Morton Downey on the stage and "Ann Vickers."

Fay's is plugging Peggy Heavens on stage as original "Ann Vickers" and the boys are crowding the theatre. No doubt of the \$6,000 anticipated. "Mad Game" on screen of some help, too.

(Not) vaude and at the picture houses, and it looks like grosses will be well distributed, but off. The Paramount's twin bill this week is headed by "Gus and Tilly," but weak fodder and as a consequence gross will not tilt \$5,500, unless there's a sudden change.

Legs quite just now. Wednesday and Saturday in opera here. Columbia Opera filled only one night of three day stand at Rhode Island Auditorium when but \$300 passed through the gate Friday night (27).

Monday, Century Opera Co. starts inder at Met at pop prices, sponsors going on with engagement in spite of reception of the Columbia Opera Co. The Met has been dark since last winter after six months' try at vaudism.

Estimates for This Week
Fay's (1,900; 15-40) "Mad Game" (Fox). Last week \$4,500, steady in this week's stage show because of emphasis on fan dancer. House will tilt \$6,000; nice. Last week "Wild Boys of the Road" (FN), \$5,200, oke.

Loew's State (3,200; 15-40) "Broadway Through a Keyhole" (UA) and Weaver Brothers on stage. Picture making a hit with the natives; anticipated \$14,000 will come mostly from picture, not tepid. Last week "Bombsell" (MG), tepid at \$12,000.

Majestic (Fay) (2,200; 15-40) "The Girl in the Appleby" (FN) and "Worst Woman" (Fox). Bill oke but maybe \$5,500; only fair. Last week "Walls of Gold" (Fox) and "Ship of Wreck" (Par) total \$5,500.

Paramount (2,200; 15-40) "Tilly and Gus" (Par) and "Man of Sentiment" (Chest). Lack of names can't possibly tilt \$5,500, oke but not up to the stage this week. "The Way to Love" (Par) and "Dance, Girl, Dance" (Chest) trifles better at \$6,800.

RKO Albee (2,300; 15-55) "Aggie Appleby" (RKO) and vaude. Stage doesn't mean much to the natives this week, and the picture less. House way behind stride of the last two weeks, and this "Night Flight" (MG) will be cut in half at \$7,000; fair. Last week "Ann Vickers" (RKO) and Morton Downey, started off very poorly but finished strong to push over \$11,000, oke.

RKO Victory (1,600; 10-25) "War of the Range" (Col) and "Morning Glory" (RKO) just under \$1,000. "The Spook" (Par) and "Midshipman Jack" (RKO) four days should be close to \$1,200.

Picture Possibilities

'Give Us This Day'-Unfavorable
'GIVE US THIS DAY' (Drama, Curtis & Myers, Booth), rab story of a grasping family waiting 15 years for grandmother to die. No dice. 1bee.

'Eight Bells'-Favorable
'EIGHT BELLS' (Melodrama, C. Blumenthal, Hudson). Interesting story which pictures will doubtless elaborate to better advantage. English show's film rights controlled by Columbia Pictures. 1bee.

'The World Waits'-Favorable
'THE WORLD WAITS' (Melodrama, Frank Merwin, Ittlic). Based on the expedition to the South Pole. Should be better as a feature than as stage drama. 1bee.

'Move On, Sister'-Unfavorable
'MOVE ON, SISTER' (Melodrama, A. H. Woods, Playhouse). Rather unsavory story about a scarlet heroine and dirty. 1bee.

'Spring in Autumn'-Unfavorable
'SPRING IN AUTUMN' (Sierra, Beckhard, Miller). Mild comedy from the Spanish. Alien in character and tone. Trivial incident and pastel colored characters make it a dull evening in the theatre. Not enough substance for a two-reeler. 1bee.

'Her Master's Voice'-Favorable
'HER MASTER'S VOICE' (Comedy, Max Gordon, Plymouth)—Looks like a Broadway success and even if not good for feature. Brightly written, well done. 1bee.

'Three and One'-Unfavorable
'THREE AND ONE' (French comedy, Wm. Morris, Jr., Langacre). Play built around a rather vivid seduction scene, which here it for pictures in Pennsylvania, Ohio and elsewhere. 1bee.

Mickey Skolsky Goes Hollywood A la Fliv with Six Foot Driver

HARPO GOES VODKA
Groucho and Chico to Huddle With Sam Harri

Hollywood, Oct. 30. Groucho and Chico Marx are remaining here until Sam H. Harris arrives for discussion of a play which all four will do in the east. It will not be "Of Thee I Sing."

Harpo planned to New York Sunday en route to Russia. Took along Omar Levant, piano player, just out at Fox.

NEWARK RATHER QUIET, 'BOWERY' BEST AT 17G

Newark, Oct. 30. Delay in delivering promised releases of supposedly big pictures is decried locally.

Meanwhile Mae West broke the record at the Newark last week with \$28,000 and is holding strong this week to maybe \$17,000. "The Bowery" started big at Loew's and if it holds should go over this figure. "Henry the Eighth" doing well at Proctor's with from \$8,000 to \$9,000. Branford with double featured big, a weak opening and others not big.

After weird shifting looks as though opening dates were settled until Thanksgiving. Proctor's and Terminal have selected Thursday, the Little Saturday and the rest are sticking to Friday.

Estimates for This Week
Branford (WB) (2,966; 15-65) "Ever in My Heart" (WB), and "Love, Honor and Oh Baby" (U). Looks less than \$7,000. Last week "Footlight Parade" (WB) at higher scale dropped nearly \$10,000 from \$10,000 to \$1,400.

Capitol (WB) (1,200; 15-25-35-50) "Penthouse" (MG), and "Saturday's Millions" (U). Good bill should pull them up to \$4,000. Last week "I Loved a Woman" (WB) and "Broadway to Hollywood" (MG), weak at \$3,600.

Little (Indie) (239; 40-50-55) "Thunder Over Mexico" (Prim). Okay with \$1,500. Last week "The Fatal Fall" \$950.

Loew's State (2,780; 15-75) "The Bowery" (UA), and vaude. Initial stanza very sweet and looks like money. Should reach or exceed \$17,000. Last week "Night Flight" (MG), pulled up to \$13,000. Okay.

Newark (Adams-Par) (2,248; 25-99) "I'm No Angel" (Par) (2d week) and vaude. Still holds and with no slipping should make a fine \$17,000. Last week broke house record with a grand \$25,000.

Proctor's (RKO) (2,300; 15-25-30-40-55) "Henry Eighth" (UA). Nice but not great takings. Last week broke house \$15,000. Last week "Dr. Bull" (Fox), no sensation at \$6,600.

Terminal (Skouras) (1,900; 15-40) "Midshipman Jack" (RKO), and "My Weakness" (Fox). Going where less than \$3,000. Last week "My Woman" (Col), and "Power and Glory" (Fox), weak at \$2,700.

Hollywood.

When Sidney Skolsky, of the Montmartre, left New York he was tendered a snooty banquet by some who were sorry and a few who were glad to see him migrate west. The Mouse, on arriving here, received no great greeti. His arrival was inconspicuous in that he rode all the way into L. A. train. Had he been smart he'd have left the rattler at Pasadena, where all the other big shots land. It was his first mistake. But then probably he'd have been lost among the kids around the depot, anyway.

Next thing he did was to go for one of those sorry houses on a hill where only the cops can find him. That spot is so lonesome that he hangs around the cafes at night waiting for someone going his way. He made a mistake the first night and slept in the garage, because the house is one of those things with the car shed on the second floor. Strictly Californian.

Being a fond father, the Mouse managed to forget the baby's crib. Mrs. Skolsky sent him out to get the necessary bed for the offspring. He wound up several hours later in Paramount's property department, where he borrowed Baby LeRoy's prop bassinet. Said he couldn't find Hollywood's shopping district because the streets are named, not numbered, and he spent four hours looking for 14th St.

Well-known Hollywood transit was never going in the same direction as Skolsky, so he went for a car, a Ford roadster, slightly decrepit. He can't drive, so he went Hollywood and hired a chauffeur. Chauffeur has been protesting since he got the job, claims there's no dignity in riding in a Ford, especially driving a Skolsky. It's so tough that Skolsky and the driver have an argument about where they're going next, with the driver usually winning out. He's six feet tall.

NEW YORK MINIMIZES THAT \$10,000 CLAUSE

The \$10,000 restriction clause in the picture code against allegedly inflated salaries, bonuses, etc., is deprecated around New York, and by no means as greatly magnified as it has been around Hollywood. For one thing, the eastern code experts deem the provision an ambiguously phrased stipulation. Furthermore it is believed generally that by the time President Roosevelt's signature reaches it, the provision in its entirety will have been snuffed.

Already there are official indications on that score. Washington has expressed itself as not in favor of singling out the film code for special attention but legislation via a Congressional investigation some time this winter, it is felt, will take care of Hollywood as well as falls, oils, motors and other big business.

There, too, it has been charged that stockholders' interests may not have been as fully considered, through the medium of extra-contractional considerations to executives.

Marsh, Stuart Spotted
Hollywood, Oct. 30.

Marian Marsh and Gloria Stuart get femme spots in "I Like It That Way," flimsical which Stanley Bergerman produces for Universal release.

Gene Lewis has been engaged to dialog the yarn.

MacLane Out of Par
Hollywood, Oct. 30.

Barton MacLane, Broadway legit actor, at Par for three months, fades off the contract list via the option route. Had been in supporting cast of three pic.

'Scarlet Pageant' to Catherine the Great
'Bells of Waldenbruck' to Melody in Spring, Par.

"Hail Street Boys" to No Cannons Roar, Col.

TITLE CHANGES

Both Networks May Scrap Artists Bureaus; Talent Placements in Commercials, Theatres Not Enough

Question of abolishing the artist bureaus and refraining entirely from the business of selling talent to advertising has again popped among the discussions of the boards of directors of both NBC and Columbia. Those advocating the elimination of the talent booking branches say that of the artists currently working on commercial programs a paltry percentage obtained their placements through web sources.

In the instance of NBC this percentage amounts to less than 20% of placements while the CBS tally on the commercial bookings is about 25%. With NBC the program sales phase of its artists bureau so far this year has been a substantially losing business. That office has three men concerned exclusively with making ad agency contacts. Columbia because of more its imposing lineup of million names on its booking list, has fared comparatively well from theatre bookings, but is away off last season's edge on commercial placements. Off the CBS representation list now are the Mills Bros., who last year brought the network over \$20,000 in commissions.

Agencies Doing Okay
Directors favoring the discard of talent selling as a sideline contend that it is the business of the broadcaster to concentrate his attention upon supplying the advertiser with time and the servicing that goes with it. As for the network's concern in seeing that the client's program contained a class of entertainment which would bring prestige to the chain, the need for this caution, argue these directors, has long been obliterated by the progress made along program building lines by ad agencies.

Even though last year the CBS Artists Bureau showed a statement profit of \$105,000 it was not a net figure, points out the directorate opposition, since the rent, telephone, telegraph, light and other items of overhead are not included in the compilation. Episode which still rankles the anti artists' bureau is entered on the CBS board and is invariably cited whenever the booking business topic comes up for discussion has to do with the sudden switch of the Woodbury soap account to NBC last season. Morton Downey had been offered to the agency on the account. Lennex Mitchell, for \$1,200 by the CBS Artists Service. Becoming impatient at the booking office's delay in closing the deal, Downey's manager went direct to the account and oblivious of the figure CBS had quoted set, \$1,000 as the price. Woodbury burned at the disparity and ordered its agency to switch the hookup business to NBC.

WFIW TO NBC JAN. 1 WHEN IN LOUISVILLE

Chicago, Oct. 30.
WFIW, now of Hopkinsville, Ky., and unaffiliated, will go NBC and having its transmitter shifted to Louisville.

NBC lost its Louisville outlet when WEAS went over to CBS. WFIW now taking the matter up with the Federal Radio Commission, and according to indications should be ready to move by first of year.

Phillips CBS Plans

Chicago, Oct. 30.
Phillips Petroleum now advertising for possible sale over Columbia to start after the first of the year.

Figuring on a 30-minute show weekly.

Westphal Recouping

St. Wayne, Oct. 30.
Frank Westphal, Chicago orchestra leader on CBS, is recovering from a major operation at St. Joseph's hospital. Director will be laid up for four more weeks and is working on two tunes to pass the time away.

Picked this place because relatives live here.

Act Sues Sponsor

Dallas.
Alleging \$825 due on a two weeks' contract over KRLL, Dallas, the Bel Canto quartet filed suit here against Crazy Water hotel and Crazy Water company of Mineral Wells for recovery. Damages of \$1,500 are also asked, on basis that three months' contract with the company prevented the quartet accepting more remunerative engagements.

Personnel of the quartet is D. Martin Thomas, Marcel Jones, Fred Shelton and K. Johnston, old-timers in Dallas broadcasting.

Labor No Like 90-Day Stalling On 40-Hr. Wk.

Washington, Oct. 30.
Radio code proceedings were at a standstill last week with another week of delay indicated before the present hurdle—labor provisions for studio technicians—is cleared.

Early completion of the code is forecast by optimistic trade leaders although conferences in Chicago last week on the labor controversy failed to bring the results anticipated. The idea of a 90-day investigation into effect of a 40-hour week for studio engineers remains, however, the principal hope for settling this dispute.

Elimination of the 90-day provision is anticipated in certain quarters as the way out of the muddle, but the N.A.B. remains confident the three-months limit on an investigation will be embodied in the code. Labor leaders demanding the 40-hour week, from all indications, will not stand for a provision which might permit a show-down to be postponed time and again.

Waiting for the N.A.B. and labor to reach a compromise Deputy Administrator Rosenblatt has paid little visible attention to the radio compact for the time being, but with the film code washed up as far as he is concerned will seek to break the jam on the radio agreement this week.

Rosenblatt is described as convinced the 90-day proposition is the best way out and is fair to both parties in the dispute and his fondness for referring stubborn scraps in the motion picture industry to grievance boards lends strength to the suspicion that he will side with the broadcasters and whip the code into final form on the basis of the three-month compromise.

Burns-Allen Coaster Blast Resumes Nov. 8

Los Angeles, Oct.

Returning for their Paramount picture contract, Burns and Allen will broadcast from KHJ, starting Nov. 8 on their CBS General Cigar program.

Chatter will be plugged into the Guy Lombardo part of the bill at Chicago.

Program in Finnish for 1,000 Farm Families

Ithaca, N. Y., Oct. 30.

New York State College of Agriculture at Cornell University has a new program in Finnish over WEAL. Offered once weekly at noon, program is designed to reach about 1,000 farm families who emigrated from Finland and now live in Toga, Tompkins and Chemung counties.

Program is in charge of T. A. Pasto, and captain of the university baseball nine.

SPONSOR MUST PAY

Dutch Master Loses Appeal—Jack Adams Wins

Verdict that Jack Adams, now operating WMCA, New York, obtained against the maker of the Dutch Master Cigar in the New York Supreme Court was affirmed last week by the Appellate Division. Adams sued as head of the Adams Broadcasting System, a program-building concern, alleging that the tobacco outfit walked out on a contract which had several months to go.

Commercial's dropping of the program left him, complained Adams, holding a bunch of artists' contracts. Judgment allowed Adams to come to over \$5,000. Appellate Division's ruling contained no opinion, but assessed the appeal costs against the Consolidated Cigar Co.

MARK WOODS ASS'T TO PATTERSON, NBC

Richard C. Patterson, Jr., NBC executive v.p., last week appointed an assistant. Assignment went to Mark J. Woods. Besides the title of asst. to the exec. v.p. Woods is NBC treasurer.

NBC board directors also okayed the appointment of R. J. Teichner as asst. treasurer and Quinton Adams as office manager. Adams formerly devoted himself to the transcription and of NBC's business, this having to do with the taking off of live broadcasts on wax for clients who also were going spot.

Denver in Big League With \$300,000 NBC-KOA

Denver, Oct. 30.

Denver moves into the big league of radio with erection of a \$300,000 station for KOA by General Electric. NBC is the lessee. The station, planned for months, will be located 12 miles east of Denver, and will be ready for use April 1, 1934. Power at that time will be jumped from the 12,500 watts now being used to 50,000.

J. J. Farrell, electrical engineer from Schenectady, is here and will supervise the installation of machinery. Later downtown studios will be rented for KOA. It now uses studios at the station, four miles from the downtown district, the only local radio station without downtown studios.

KOA is Denver's NBC outlet. Freeman Talbot is resident director for NBC.

'Digest's' Radio Poll

'Literary Digest' with next week's issue starts a national poll to find out the listeners' radio program likes and dislikes. Those postcard will also be asked to tell why they enjoy or otherwise the programs noted on the lists turned in.

Mag will use the same system of polling it used on the last national elections and carry the favor or disfavor program compilation over a period of weeks.

Actors Equity Still May Assert Radio Jurisdiction, Sez Gillmore

Actors' Equity is still actively concerned in the formation of the radio code, says Frank Gillmore, the association's pres. Like other labor organizations, it is gathering data about its own phase of the industry for submission to Sol Rosenblatt pending the adoption of a permanent code. Affairs of broadcasting are being administered by a temporary board for a period of 90 days.

Gillmore avers that Rosenblatt told him that Equity would have ample time within which to compile additional statistics on the performer's status in radio since the

Agencies Find Radio City Flaws; Aylesworth Assures Corrections

Chaplin's Mike Frite

Hollywood, Oct. 30.
Charlie Chaplin, in his first appearance before the radio Sunday (22) at KHJ, was practically out on his feet. Employees of the station said he was the most nervous person they had ever had to push up to the mike.

Chaplin consumed half a box of medicated throat discs and several cups of Java before going on. He rehearsed his speech with the aid of KHJ coaches several times, and then insisted on bringing his own stand up to the mike to hold the notes of his address. Station audience went fidgety watching the comic perspire.

Chaplin intended at libbing initial part of the speech, but went sky high and started reading his memo. Once he got going comic was okay and so was his voice. Speech for the NRA was the first public address Chaplin has made since helping to sell Liberty bonds in 1918.

Radio Offering Dough Now For Top Pic Names

Hollywood, Oct. 30.

Radio advertisers, after film names for their programs, are now offering coin for brief air 'personal appearances' which they formerly tried to get by claiming they were publicity builders.

Paying dough for these brief spottings in recognized programs follows repeated turn-downs by picture celebs of former invitations to go on the air to 'help your publicity.'

The paying of \$1,000 a period for appearances on the Rudy Vallee-Fleischmann hour killed all chances for further free stuff. Ipana toothpaste followed and now has a standing offer with a number of Hollywood personalities for expenses back and forth between here and New York for brief spots on that hour.

On the Coast, Shell Oil is paying for film names every week on its CBS program out of San Francisco, plus the company's willingness to co-operate with studios on picture plugs if the inserts are done by film names.

The Shell program has had Edmund Lowe, Lilyan Tashman, May Robson, Estelle Taylor, Frank Morgan, Alice Brady and Doris Kenyon.

DEAF-AID FIRM AIRING

Acousticon Co., makers of equipment for the hard of hearing, has recorded a series of 13 quarter-hour musical programs but won't start placing the platters on stations until after the first of the year. Calkins & Holden has the account.

Among the acts imprinted were the Rondoliers, Verna Wiggins, Chauncey Parsons, Fred Bertell and a Ben Selvin combo. David Ross did the m.c'ing.

With the purpose of allaying any fears they may have harbored about things going wrong with their programs while the network was moving its operations from avenue to Radio City, M. H. Aylesworth gave a luncheon to a group of ad agency men last week. NBC prexy assured them there was nothing to worry about and if there were certain mechanical situations prevailing at the new quarters that weren't to their liking these would in due time be straightened out.

One of the questions at the new quarters that the agency men have squawked about is the fact that all the studios are surrounded by glass plate, exposing whatever is going on to passersby. Advertisers' reps aver that there are times they don't want to be watched and that this desire for privacy should be recognized by curtaining off the windows of all studios. Another condition that has nonplussed the agency men is the fact that no provision had been made in either of the large studios of back entrances for the stages. Dressing rooms are located on other side of each stage but the performers to get on have to pass in full view of the audience. Agency men also discovered that allowances had not been made in the control rooms of these two studios for any one but the engineer and the announcer. These control compartments have been ripped apart and reconstructed so that there's now room for a program director or two.

Admission Question

Commercial and their agencies have been informed by the network that for the period starting Nov. 12 and ending Nov. 21 all tickets to broadcasts at Radio City will be under the exclusive distribution of NBC. Arrangement bars the sponsors from issuing any invitations of their own during that week. Clients staying on at the Times Square studios until Nov. 21, on which date NBC will draw from this spot altogether, may continue their own ticket giveaways.

NBC board of directors is still discussing the proposal of charging admission to the Radio City broadcasts. Network sentiment on the topic is divided. Strong opposition to the admission thing has cropped up among the ad agencies.

UNIONIZING STARTS IN CHI STATIONS

Chicago, Oct. 30.

Control men at the local studios started unionizing movements by materializing after about two years of rumors. Originally slated to go under the A. F. of L. blanket through the I.A.T.S.E., control men will instead be registered in the Electrical Workers' Union.

About 30 radio station technicians are available for unionization both in and outside the studios. Scale and hours p.a. yet set. Will be determined after the radio industry NRA code is adopted.

Carson Robison on NBC But Pays CBS Commish

While on NBC for Health Products (White's Cod Liver Oil) Carson Robison and his cowhand yodeling troupe will continue to pay the CBS Artists Bureau a commission. After CBS had said to the William Esty agency the account decided to go NBC because a preferable spot there was available. Ed Klauber, CBS v.p., okayed the moving of the act.

The Robison bunch got their network status from NBC, making the shift to CBS after they had been dropped by Barbasol.

JIM CANNON QUILTS RADIO

James Cannon has been replaced as radio columnist of the N. Y. 'World-Telegram' by Elton Cook, ex-leg. p.a. Switch went into effect with Monday's (yesterday) issue. Cannon's current assignment has him back on the Broadway beat. Cannon had the radio chatter stint for 14 months, replacing Jack Foster. Later, still on the 'W-T', is currently quite ill, confined to his bed.

MUST NOTS OF DIXIE

N. W. Ayer Chief Agency Examiner Of Radio Station Popularity

of the ad agencies concerned with radio have made any appreciable expenditures when it comes to digging up or collecting data about the medium. Tendency among the agency ranks has been to depend for this material on either the networks or the Crossley surveys. Fact that radio can't still more than 10% of the aggregate cost spent for advertising in this country may have something to do with this agency reluctance for individual research.

Of the networks Columbia has carried the major share of the financial burden in pointing out the where and whyfores of broadcast advertising. Hardly a month passes that this web doesn't turn out some elaborate and intricate thesis on the subject. In recent months NBC has contented itself with putting out an occasional folder on merchandising covering some particular account. While during the retrenchment era NBC slashed its promotion publications budget away down Columbia tripled and quadrupled this phase of its enterprises.

Ayer Fact-Minded
Most active of the agencies in radio research has been N. W. Ayer & Sons. This office has taken surveys on its own in various parts of the country consistently the past three years, gathering info on station reception and program popularity. Agency is constantly quizzing group leaders such as the heads of women's clubs, radio ads and secretaries of chambers of commerce for listener reactions. Its collection of station and program popularity charts is one of the most extensive in the industry.

About the heaviest of the other agency checkers is Benton Bowles, which has the major part of the General Foods business. Matter of gathering statistics by the various mail, phone and personal call routes is a constant procedure with the B&B outfit. Others that have been somewhat active on their own along these lines are J. Walter Thompson, Batten, Barton, Durstine & Osborne, Campbell-Ewald and Lord & Thomas.

Clark's N. Y. Talent Hunt Adds 16 to Cincy Radio Rosters

Cincinnati, 30.
Sixteen people have been added to Crosley's talent staff. They were engaged in New York by John L. Clark, gen. mgr., and his mike scouts for WLW and WSAI, the selections being made from several hundred applicants who were auditioned in New York.

Newcomers are Zelen, dramatic; Helen Yank, contralto; Johnny Muldowney, comic and songster; Don Hart, tenor; Dorothy Rotay, torch singer; Wesley Boynton, tenor; Ponce Sisters, harmonists; Carl Reed and Allen Davis, dramatic; Snicker, "Chuckie" and Laff, comedy combo.

Fireman's Hobby Now A Municipal Asset

Dallas, Oct. 30.
Municipally-owned station WRR will continue at its Hilton hotel studio, the city council decided after eyeing plans for a permanent address at Fair Park, Dallas, home of the state fair. Town's dads quite satisfied with present no-rent basis, figuring this is better than owing a first mortgage.

Managed by John Thorwald, WRR earns the city a net profit yearly, although started merely as a hobby years ago by employees in the central fire station.

'Scandals' Slows Cantor

Air Return to Nov. 12

Hollywood, Oct. 30.
Eddie Cantor will not return to the air until Nov. 12, with Jimmy Durante continuing to fill in for him the previous week.

Delay is due to the fact that Cantor's pic "Roman Scandals" will not be previewed until the Wed. (1) and retakes or added scenes might hold him a few days.

B-S-H AGENCY BIG CUSTOMER OF WAX

Sample-Hummert among agencies has the lead so far this year by a huge margin. Expenditures from this source through the disk medium has already for 1933 gone away over the \$3,000,000 mark.

Agency's top transcription user as ever is the Affiliated Products drug and cosmetic group. For the use of one song alone included in the recording of an Edna Wallace Kipper series this group has to date paid over \$5,000 in fees to the Music Publishers Protective Association.

Calif. Newspapers Would Halt Radio Libel by Statute

Los Angeles, Oct. 30.
Newspapers are laying groundwork for the introduction of state legislation to bridge radio stations on libel and force the broadcasters to keep permanent records of all programs. Proposed legislation is aimed principally at political speeches.

Newspapers claim to have Gov. Rolph on their side and quoted him this week as saying "there should be no difference between a newspaper and a radio station on libel. He was also quoted as favoring the permanent record law.

Despite the newspaper and alleged official recognition of such a law, broadcasters are not concerned. Their stand is that radio is under Federal jurisdiction and that any such state attempt at regulation would be unconstitutional. Broadcasters also point out that keeping of records is already in practice and can be viewed on request.

WCCO Barn Dance

Minneapolis, Oct. 30.

Barn dance show and hour, fashioned after the WLS Barn Dance idea down in Chi, goes on WCCO, local CBS station, with a set of participation audience. Will be known as the "Call of the North" program and floating each Saturday 9-11 p.m.

In on commercials are Morton Salt, Mantle Lamp, Willard Tablet, Mushroom, Grove Asa'n and Olson Rug.

NEW REAL SILK SHOW

Chicago, Oct. 30.
Real Silk hosiery considering changing its NBC show some time in Dec. Now auditioning various acts and hunting for a central idea. Now using Vincent Lopez orchestra, Jane Froman for their regular Sunday shot.

BLUE PENCIL RACIAL SLURS

Station WBT, Charlotte, Issues Verboten List of Songs, Lyrics and Subjects — Dance Arrangements of Hymns Not Liked and Must Be Given Special Okay

HARRY LAUDER BAN

Charlotte, N. C., Oct. 30.
In a portfolio of instructions to announcers and producers, radio station WBT has set forth its radio credo for the south. Among lyric restrictions the use of words in a "derogatory or scornful sense" in describing any "race, creed or nationality" are strictly out.

Portfolio prepared by W. A. Schudt, Jr., general manager of the station, includes in the list of banned words:igger, dago, wop, chink and others of that type. Another list includes the following outlawed words: WBT: reefer, muggles, marihuana or the smoking of same. "The Reefer Man" and other songs of that type are never to be used.

Attached to the instructions is the current list of songs of which the lyrics are not to be broadcast over WBT. This is revised weekly for the announcers and producers attached to the station. Current list bans the following: "Dance of the Seven Veils," "Could I?—I Certainly Could," "Playing with the Devil," "Remember My Forgotten Man," "You're Gona Be Surprised Tonight," "The Butcher," the Baker, the Candlestick Maker," "Shine," "Young and Healthy," "Oh Mr. Carpenter," "You Rascal You," "Love on Sale," "Corine," "Corina," and "Let There Be Love."

A supplementary list gave the following numbers that are not to go on the air from WBT: "Catara Catara," "Dear Land of Home," "Dream Tango," "For You Alone," "The Seduction," "Mr. Gallagher and Mr. Shean," "Old Man Moon," "Ritual Five Dances," "Three Thousand Years Ago," "Thrill Me," "Wreck of Old 97," and "Youngest in the Family." Instructions also state that the station is refraining from broadcasting Harry Lauder songs, Dance arrangements of Ave Maria are not allowed. Dance arrangements of Ave Maria are not allowed. Dance arrangements of Ave Maria are not allowed.

BURNS-ALLEN WANT \$2,500 PER SHOW

With White Owl Cigar expected to drop out of broadcasting when its present contracts run out in about two months the J. Walter Thompson agency is arranging to switch Burns and Allen to another account on its list.

Comedy team is asking for \$2,500 a program on any new contract, or twice the amount they've been collecting from White Owl. Even if it does continue on the air the figure asked is out, the cigar firm has advised the agency.

Roy Witmer's Duties

General supervision of NBC's time selling activities has been returned to Roy C. Witmer. Move is a sequel to the resignation of George McClelland, under whose authority came the sales division. Witmer under the new arrangement also retains his title of v. p. in charge of Eastern division sales.

NBC is establishing a branch sales office in Detroit with the idea of maintaining a closer contact with the auto trade. Don Eatarick, former Pontiac sales exec, will be in charge.

ABS Talks Stock Issue While Looking For Wynn's Successor; Flamm's Offer

Be Yourself, FRC Tells Fort Wayne and Wheeling

Washington, Oct. 30.
Federal Radio Commission has denied applications of WOWO, Ft. Wayne, Ind., and WVVVA, Wheeling, W. Va., seeking full time operation on 1,160 kilocycles.

stations' now share time and licenses were renewed on that basis.

GIN, SALAMI AIR PREMIERS THE NUTS

Networks are trying to prevail upon ad agencies to discard the party tossing idea for program debuts. "Winning and dining thing, the webs agree, has long since ceased to be an attraction for those invitees who really count, the radio eds on the dailies, and it's suggested that the agency call attention to the opening by dispatching telegrams and letting it go at that.

Most of the recent debut flings have from columnist attendance angle turned out washouts. One event though elaborately and expensively staged drew the usual crash element of mag freelancers and whatnot, but the count-up of newspaper radio eds came to two, and neither of these was from a New York daily.

No Co-operation for CBS Newsites From Newspaper Ex-Pals

Chicago, Oct. 30.

Columbia newsmen are "struggling" its midwest staff both in Chicago and the outlying towns as the regular newspapers get tough against the CBS bureau. Local dailies have sent flat orders to all its newsmen not to tip any story to a Columbia news reporter, no matter how friendly. Exchange of stories is absolutely out.

CBS as a result has increased its correspondents' list in the midwest to some 85. Out of towners get flat rate. Space payment is impractical, due to one and two-line limit necessary for broadcasting. Regular rate by CBS to correspondents is two dollars for an ordinary yarn. If extra, special payment may be a fin or sawbuck.

CBS now stepping out and collecting former newspapermen who are in other lines of business. Impossible to use men now on newspapers with CBS insisting that correspondents tell their bosses they're working for the news bureau.

Auditions Off Until NBC Settles in R. C.

NBC has called off its onday night auditions until the network has established itself in the Radio City quarters.

Based on the Monday occasions is talent pulled from preliminary tryouts by the artists' service and program department staffs with the finale listeners including reps from these two divisions plus others from the alos and press departments.

OLLIE RIEHL STAYS

Dallas, Oct.
J. Oliver Riehl, former NBC production man in Chicago, has been appointed studio director of WFAA, Dallas.
For two months he has been with the station in an advisory capacity.

Sudden retirement.

as resident has the Amalgamated Broadcasting System looking around for new sources of financing as well as somebody with prestige in radio to step into the vacated post. Up to yesterday (Monday) the matter of new prez or backing hadn't been settled.

Those involved with proposition last week i comic that until means were obtained elsewhere to keep the ABS going he would be held liable for past and future operating expenses. Coterie into whose lap Wynn tossed the project at the same time took under consideration a proposal to launch a stock issue.

Immediately Wynn announced he was quitting he ran into a jam with the New York musicians' union. Demand made was that he pay off the web's musical staff and general director, George Hall, four weeks' salary in lieu of notice. Wynn delegated his lawyer, Milton Spleser of Philadelphia, to discuss the situation with the union's governing board, and after the latter had laid down the ultimatum that the comic either pay up or stand the penalty of being prevented from doing his broadcast for Texaco tonight (Tuesday) Wynn settled with a check covering 10 days' salaries and a promise to shoulder the obligation for the ensuing four weeks. If the ABS didn't find a financier to replace him.

Offered to Flamm
Among those to whom the job of ABS prez was offered was Donald Flamm, licensee holder for WMCA. Ota Gygi, the former vaude violinist whom Wynn now describes as having brought him into the affair, was the first to approach Flamm. Later another ABS official came to Flamm with a proposition to take over Gygi's post as v.p. Others approached during the past week by ABS were Loew, Inc., and Jack Adams, now operating WMCA for the group of Wall street scions.

Wynn is figured to be in on the venture to date for over \$125,000. Like the contract with the musicians' union, it is understood many of the obligations hold him personally responsible.

Wynn gave as the reason for his sudden pullout from the organization the circumstance that the ABS booking office under George Godfrey's direction had been booking what the comic described as "cheap vaudeville houses" and advertising the bill as "Ed Wynn vaudeville."

Until a new head man is picked for the web, Henry Goldman, now holding the title of gen. mgr., will go on directing operations. ABS made its debut on the air Sept. 25.

KYW REFUSES COL. R.R. McCORMICK TALK

Chicago, Oct.

"Speech of Col. Robert R. McCormick on the NBC 'Proceeds of the Press' commemorative program, originally scheduled on KYW for its local outlet, was turned down by that station."

KYW is known as the Herald and Examiner station, H&E being the morning Hearst rag. Col. McCormick owns Chicago "Tribune" rival morning daily.

WBBM Inherits 14 Web Shows as WGN Bows Out

Chicago, Oct. 30.

WBBM, local CBS outlet, will take over 14 network shows from WGN, "Tribune" station, this week when WGN-CBS split.

Programs switching over are Plymouth, Lady Esther, Woodbury, Farshaw, "The Gals, Contour, J. & B. Cream, Oat Wheat, Chapin Bros., Rindington-Rand, Johnson Wax, Continental Baking, General Cigar, Old Gold.

at this station. Sometimes they come over in programs which clip the opening squibs. **Bar**

Station Foozles Discs to Sell Sponsor Studio's Own Talent

Making records sound bad is the latest racket developed by chiseling stations trying to force their own studio talent onto show. Ex-plainined best by instance last week that cost the racketeering station a radio and refrigerator manufacturer disc account.

Disc show had been produced with ace talent on bands, femme and male vocalists, and as turned out by the recording studio was considered one of its best jobs. Local dealer who was to pay for Chicago broadcast took the record to a local station. Studio told dealer ought to auditor records first. Discs came through with grunts, roars and enough apparent surface noise to drown out much of the show. Dealer said he couldn't understand it, that records sounded oke at the recording studio. Station manager cracked something about maybe the records used the master for that audition and that stampings usually weren't as good as the original. Which sounded okay to a layman. Station manager then insisted that the dealer listen to some of the studio talent that could be bought cheap.

Dealer took his squawk to manufacturer and agency, who in turn hollered at recording studio. Recorder called in all three for another audition, this time held at another station. Same records came through without a hitch.

CBS ENGINEERS IN CHI FORM THEIR OWN UNION

Chicago, Oct. 30.

Radio operators and engineers in the Chicago division of the Columbia system and WBBM last week organized their own association. At a mass meeting held at the Wrigley building George Sherman, CBS master control engineer, was named temporary chairman, and H. C. Marhoff, studio engineer for WBBM, temporary secretary.

Last week the Electrical Workers union of Chicago, an affiliate of the A. F. of L., announced plans to unionize the radio electricians. No name yet selected for this new company union of CBS which will have representatives of studio operators, master control operators, transmitter engineers, remote control operators and maintenance engineers.

Remington Fact-Finding Quiz on WOR Test Show

Remington Rand is still compiling the results of the 'Purvey Bros.' fact-finding affair it experimented with recently on WOR, Newark. If the inquiries turn in a high percentage of sales the show will be waxed for spot broadcasting distribution. During the test run of 13 programs with a live cast the R-R Co. gave away a booklet telling how a typewriter could be bought on the installment basis of 10c a week. Inquiries are now being followed up by both the mail and personal call route. Return in sales from this test will be compared with the cost shown for other media such as mags and newspapers.

WGN Adds 3 Acts

Chicago, Oct. 30.

WGN last week made its first additions. Its program staff to take care of the extra station periods necessary when WGN leaves the Columbia web on Nov. 1. Doring Sisters join under an exclusive contract through Paul Kapp. Sisters, however, will continue on the Olsen & Johnson Swift program on CBS. Also in are Penn and Willard, mixed vocal team and Bernice Taylor, coloratura soprano.

igskin Play-By-Play

Benny Friedman is doing a program featuring commentaries for Pile's beer on WCMC here Friday nights. Contract, which brings him \$750 per for the 15 minutes, expires Dec. 2. Gridiron name is also doing a play by play broadcast of leading Saturday games for the same outlet. This arrangement extends up to the Yale-Princeton meet.

GENE AND GLENN BACK

Cleveland Baker Has 'Jake & Lena' Again

Cleveland, Oct. 30.

Gene and Glenn return from Boston Nov. 6 for a series of five programs a week at 6:15 over WTAM for Spang Baking Co., their sponsors for three years in Cleveland.

Song and comedy team, best known for 'Jake and Lena' skits, is signed for 12 months, with optional renewals. They recently finished three months over WBB in Boston. Year ago Gene and Glenn broke house records at RKO Palace in first vaude appearance.

7 Yrs. on Air, But Still a Bit Skeptical

Annual feeler put out by Standard Oil of New York to determine whether they are still listening to the refiner's Seconyland Sketches this time brought in 35,000 pieces of fan mail. Each year has Parker Fennelly of the cast stepping out of character to make the appeal. Sponsor wants to know whether the listeners are in favor of having the program continue, and if so please show it with a letter. Monday night session is carried over an NBC link of eight eastern stations.

Same program makes a practice of repeating a script from two to four times a year. Repetition of a continuity depends on the number of requests. Past year it's happened to one out of every four scripts. It's the program's seventh year on the network, and the oldest account on the NBC books.

DUTCH COMMUNIST HYMN ORDERED OFF

The Hague, Oct.

Under the former Dutch government, the Communist station, VARA, was getting more and more daring. In all its broadcastings it managed to introduce the 'Red Flag,' sometimes during disc hours, sometimes at concerts.

New government, which is more dictatorial, has stopped this, and instructed VARA to refrain from such broadcastings. One night when the announcer made known that 'Red Flag' would not be the finale of the evening broadcasting, but that the 'Socialist March' would take its place, the government spotter, who was on the alert, just threw out the switch and red music was silenced.

Station Troubles

Birmingham, Oct.

Frank King, appointed several weeks ago as receiver for WERC, has been appointed receiver for the Mobile Broadcasting Company, operating WOBX at Mobile.

Mrs. Eva D. Watkins, Birmingham, who says she is a stockholder of the company, filed a petition charging mismanagement by W. O. Pope, who formerly operated WAPI, Birmingham. King was appointed by Judge J. Russell McElroy.

HOUSE'S SHANGHAI SPOT

Indianapolis, Oct. 30.

Bromley House, formerly an announcer here at WFPM and WKBF, is spending a few days in town before leaving for Shanghai, China, where he will act as m.c., vocalist and manager of Carl Sturms' dance orchestra, and a six-act floor show, at the Paramount Club, Ballroom. House, until a few weeks ago, was on the announcing staff of WXYZ in Detroit. He's due in Shanghai Nov. 22.

Cadillac Program Fits That Kind of Bankroll

Cadillac (General Motors) makes its bow on NBC's blue (WJZ) loop Dec. 17 with an hour's symphonic affair. It's a Sunday evening plotting with 6 p. m. E.S.T. the starting time.

Contract is for a minimum of 13 weeks with options for three more similar periods.

CROSBY THEME OKE, SPONSOR GIVES IN

Controversy between Bing Crosby and Woodbury soap over what theme song shall prevail in that commercial's Monday night session over CBS has been settled. Commercial and its agency, Lennon and Mitchell, yielded to the bartitone, and henceforth 'In the Blue of the Night' stays in the program, and 'Loveliness' is out.

Crosby argued that the logical theme for the stanza was 'Blue of the Night' on the ground that the song has been identified with him ever since he's been on the air. Sponsor and agency's contention was that the 'Loveliness' tune has always been the theme of Woodbury programs no matter what name was connected with them and for this reason the old bars should stick.

In answer to this, Crosby pointed out that even though there were some listeners who associated the 'Loveliness' melody with the product it seemed to him that the listener associated 'Blue of the Night' and himself at the opening of the program would be of greater benefit all around.

Crosby and the combo headed by Lennie Hayton will broadcast the Woodbury affair from New York, starting Nov. 13. With the Dec. 13 program the origin will again be the west coast.

Entry of Dale Winrow as Woodbury's producer last week started with a verbal set-to between Crosby and Winrow, who had been sent by the Lennon and Mitchell agency. After introducing himself, Winrow listened to the program that Crosby and his combo pilot, Lennie Hayton, had prepared for the next broadcast and gave voice to an opinion that rounded no corners. Flap up it provoked from Crosby wound up with the warbler and Hayton declaring themselves out of the show. Bartitone's management later prevailed upon him to hold on while the situation was being straightened out with the agency on the New York end.

Winrow's previous air connection was as m.c. and plug reader on the Crisco-Chippo (Procter & Gamble) show.

MILLS BROS. WEST

Mills Bros. have been routed for several weeks of theatres and nightclubs on the west coast. Go into their first stand in that region Dec. 23.

Figured Procter & Gamble will be ready to assume with them on the air about the same time.

CBS Tosses Song Source Credits; Calls Them Free Ads for Films

Unless a number is on the restricted list issued by the American Society of Composers, Authors and Publishers, CBS from now on won't include a tag giving the song's screen or legit source. Policy is directed particularly at publishers with picture production affiliations. The network's program department charges, have been inclined to overdo the thing.

Under pressure from their picture connections, these publishers, according to the web view, have made it a habit of asking that with each song introduction there be added song advertising that the tune is from such-and-such screen production. It would like to co-operate with the picture business, averse the network, but there has to be a limit as to how

Denver and Charlotte Dailies Drop Program Lists Over News B'casts

HAVE A CIGAR

Blackstone Lets Males Test Adv. Claims

Blackstone cigar has added the giveaway angle to the vogue for public added broadcasts. To each male member of the audience it handed a sample of the Blackstone brand.

Cigar programs (NBC) originate from an auditorium in the Bradford hotel, Boston, which seats 2,500. In a curtain talk before the broadcast goes on Frank Crumit of the show's cast warns the mob against applauding or giggling during the proceedings. Passing out of the cheroots takes place while the attendees are exiting from the hall. Average giveaway is 1,800 cigars.

It's the first program on the Batten, Barton, Durstine & Osborne list opened to listener curiosity. Account ordered' the origin of the show moved to Boston because of the importance of the local market.

Pasadena Wakes Up, Goes Radio On KMTR, H'wood

Hollywood, Oct. 30.

Pasadena, millionaire town without a radio station, is tying in with KMTR here for several programs a week to let the world know that it exists. Merchants feel that the city is only believed by outsiders to come to life once a year, Jan. 1, for its Rose carnival and the annual east-west football game.

KMTR is building a studio at the Vista Del Arroyo hotel, from which it will broadcast half-hour programs each afternoon with Pasadena talent. Wires to the Busch gardens for Sunday afternoon band concerts and to the city auditorium for home talent air shows are being placed.

HAGUE CONFERENCE SETTLED NOTHING

The Hague, Oct. 20.

Radio conference in Amsterdam broke up in a deadlock. Holland Rounania dispute 1,375-meter wave, Holland not having signed the Lucern agreement, attacks to this wave, and Rounania, having signed, claims it.

Old agreement expires on Jan. 15, 1934, so then air muddle will start. A new conference will be held at Geneva in March next year; but in the intervening months a lot of trouble may arise.

Denver, Oct. 30.

Denver papers have started another showdown on radio programs. A week ago the 'Post' daily programs for KLZ, Friday (27) the Rocky Mountain News, Scripps Howard paper, followed suit. 'Post' took exception to the news service started by CBS, which broadcasts over KLZ. It is supposed the 'News' acted for the same reason.

Battle between radio stations and the dailies here over programs has flared up before. Some months ago the 'Post' left out the programs of both KOA and KLZ, with the result its phones were swamped and the programs reinstated.

KLZ offered to drop the Columbia news broadcast, but evidently the 'Post' refused to promise the reinstatement of the list. Phone calls to 'The Post' were numerous, and most of the answers were there had been some difficulty about the programs and as soon as it was cleared up the lists would be back.

'Post' offered to print the programs for 30 cents a line, but the KLZ refused to pay, claiming the lists are a service to the readers.

Shepherd Won't Talk

W. C. Shepherd, publisher of the 'Post,' refused to discuss the affair. It is reported if the test in keeping out the KLZ programs is successful, then the programs of KOA, NBC outlet, will be next to go. Last November the 'Post' left out the radio programs of both major stations. With the reinstatement of the programs Betty Craig, pictures editor, was assigned to the job of calling both stations each morning and securing the latest changes.

A possible reason for the dropping of the radio programs is seen in the newspaper lineage report by the New York 'Evening Post' which the program Betty Craig, pictures editor, was assigned to the job of calling both stations each morning and securing the latest changes.

Charlotte Embargo

Charlotte, N. C., Oct. 30. Two Charlotte dailies have eliminated radio programs listings along with all other mention of radio, thereby throwing into the gauntlet here Publisher Curtis Johnson, of the 'Observer,' and Publisher Carey Down, the 'News,' both stated that they considered radio as competition and were acting accordingly.

Programs for stations WBT and WSOB are carried in a weekly sheet, 'Radio Afloat Weekly,' published by Dean Moore. 'Southern Radio News' of Birmingham may come into Charlotte with a branch office and publish a weekly sheet to be sold at five cents.

W. A. Schudt, Jr., manager WBT, said that the publishers had protested at the new Columbia news service. Schudt answered that it had been started only after papers and news agencies withheld service. Added argument that newscasters concluded program with: 'For further details read your local papers.'

KNX Go-Bys Pic Stars After NRA Turndowns

Hollywood, Oct.

Finally tiring of turndowns from pic stars for the weekly NRA broadcasts, KNX asked for only one name to be spotted on Saturday's (28) program.

John Boles was asked-and-accepted. Rest of talent was name acts from local stations all of which rebroadcast the bill.

Gag Routine on Radio

Denver, Oct. 30.

Vance Graham, announcer for KOA, Denver, is in demand as a luncheon speaker. He made a talk before a local civic club on 'How Radio Got Its Way,' and within a few days practically every other luncheon club had asked him to repeat it.

As a climax, Graham gives a one-man demonstration of a broadcast program. The speaker, is everything—orchestra, actors and sound-effect man, as well as announcer.

OUTSTANDING PROGRAMS ON THE AIR

NATIONAL

(Taking in chain programs of coast-to-coast or regional hookups. Listing artist, chain and key stations, time—EST, out of New York—and days, if more than once weekly, commercial and advertising agency on the account. The time difference according to geographical location can be figured out for local reference accordingly.)

(This and Next Week, Oct. 31 to Nov. 6)

TUESDAY (OCT. 31)

(All Time EST)

Julia Sanderson and Frank Crumit, Parker Fennelly, Jack Shilvert, orchestra, "Blackstone Plantation," 8-8:30 p.m. WEAF-NBC (Blackstone Cigars) (Batten, Barton, Durstine & Osborne).

The Goldbergs, with Gertrude Berg, James Waters, 7:45-9 p.m. NBC-WFAP, Also Wed., Thurs., Fri. & Mon. (Peppermint). (Lord & Thomas agency).

Amos 'n' Andy, 7-7:15 p.m. NBC-WJZ. Also Wed., Thurs., Fri. & Mon. Rebroadcast for the midwest and west 10 p.m. CST (Peppermint).

Trade and Mark, Billy Hillpot, Scrumpy Lambert, Nat Elliott, directing, 8:45-9 p.m. NBC-WJZ. (Smith Bros. cough drops).

Clara, Lu 'n' Em, Louise Starkey Isabelle Carothers and Helen King 10:15-10:30 a.m. NBC-WJZ. Also Wed., Thurs., Fri. & Mon. (Palmolive). (Lord & Thomas agency).

Little Orphan Annie, 5:45-6 p.m. NBC-WJZ. Also Wed., Thurs., Fri. & Mon. (Ovaltine) (Blackett-Sample-Hummert).

Ben Bernie orchestra, 9-9:30 p.m. NBC-WFAP (Blue Ribbon Malt) (Matteson-Fogarty-Jordan agency).

Lovell Thomas, 6:45-7 p.m. NBC-WJZ. Also Wed., Thurs., Fri. & Mon. (Sun Oil Co.) (Rockwell Williams & Cunningham agency).

Household Musical Memories, Edgar A. Guest, Alice Mock, Josef Koestner orchestra, 9-9:30 p.m. NBC-WJZ. (Household Finance Corp.) (Charles Daniel Fry agency).

Skippy, 5:45-6 p.m. CBS-WABC. Also Wed., Thurs., Fri. & Mon. (Phillips Dental Magnesia) (Blackett-Sample-Hummert).

Bookie Carter, 7:45-8 p.m. CBS-WABC. Also Wed., Thurs., Fri. & Mon. (Philo).

Kate Smith, 8:45-9 p.m. WABC.

Eddie East and Ralph Dumke, John Hale, Don Voorhees orch., NBC-WFAP, 9:30-10 p.m. (Texaco) (Hoff-Metzger).

"The American Legend," Herbert J. Biberbaum, director, CBS-WABC, 10-10:30 p.m.

Nino Martini, Howard Barlow, conducting, 9:30-10 p.m. CBS-WABC.

Myrt and Marge, 7:15 p.m. CBS-WABC. Midwest release, 9:45 p.m. (Wrigley's Gum) (Francis Hooper).

Eno Crime Clues, with Edward Reese, John MacBryde, 8-8:30 p.m. NBC-WJZ. Also Wed., same time (Harold F. Ritchie & Co.) N. W. Ayer.

WEDNESDAY (NOV. 1)

George Olsen band, Bert Lahr (Chase & Sanborn Tea), WEAF-NBC, 8-8:30 p.m. (J. Walter Thompson agency).

Potash and Perlmutter (Jos Greenwald and Lou Welch), WJZ, NBC, 7:30-7:45 p.m. (Feenamint) (McCann-Erickson).

The Post Prince, Eunice Howard reading, NBC-WJZ, 11:15-11:30 p.m.

Irvin S. Cobb and Al Goodman's orchestra, 9-9:15 p.m. CBS-WABC. (Good Gulf). Also Fri., same time (Cecil Warwick & Cecil).

Irene Rich, 7:45-8 p.m. NBC-WJZ. (Welch Grape Juice) (Erwin-Wasey).

Guy Lombardo's orchestra and Burns and Allen, 9:30-10 p.m. CBS-WABC. (White Owl cigar) (J. Walter Thompson).

Fred Waring's Pennsylvanians and Moran and Mack, 10-10:30 p.m. CBS-WABC. (Old Gold) (Lennon & Mitchell).

Edwin O. Hill, 7:45 p.m. CBS-WABC.

Albert Spalding, Conrad Thibault, Don Voorhees conducting, 8:30-9 p.m. CBS-WABC. (Fletcher's Castoria).

McLaughlin, Four Minute Men, Waldo Mayo, Yasha Bunchuk, conducting, 9:30-10 p.m. NBC-WFAP. (Phillip Morris) (Milton Blow agency).

John McCormack, William Merrigan Daly, conducting, 9:30-10 p.m. NBC-WJZ. (Vince Mouth Wash) (Cecil Warwick & Cecil).

Ipana Troubadours, Everett Marshall, Fred Ezum, Fred Black, conducting, 9:30 p.m. NBC-WFAP. (Bristol Myers) (Pedlar & Ryan).

Alexander Woolcott, "The Town Crier," 10:30-10:45, CBS-WABC; also Fri.

Kate Smith, 9:15-9:30, CBS-WABC

THURSDAY (NOV. 2)

Rudy Vallee-Fleischman variety program, WEAF-NBC, 8-9 p.m.

(Fleischmann's Yeast) (J. Walter Thompson).

Cap'n Henry's Show Boat, including Chas. Winniger, Lanny Ross, Conrad Thibault, Annette Hanshaw, Muriel Wilson, Mollie's 'n' January, Don Voorhees orchestra, WEAF-NBC, 9-10 p.m. (Maxwell House Coffee) (Benton & Bowles).

Paul Whiteman's Deems Taylor, m.c. and variety show, 10-11 p.m. NBC-WFAP, coast-to-coast (Kraft-Phenix Products) (J. Walter Thompson).

"Sing, Sam," 11:30-11:45 p.m. CBS-WABC. (Barbasol) (Erwin Wasey).

Bossell Sisters, 10:30-10:45 p.m. CBS-WABC.

FRIDAY (NOV. 3)

Cities Service concert, with Jessco Dragoties, the Cavaliers (Henry Shope, Frank Parker, John Seagle, Elliott Shaw, Les Montgomery).

Frank Banta and Milton Rettenbach Roxy Rodeo orchestra, WEAF-NBC, 8-9 p.m. (Cities Service Gasoline) (Lord & Thomas).

Fred Allen, Portland Hoffa, Jack Smart, Roy Atwell, Phil Duce, Bileen Douglas, Ferdie Grobe orchestra, 9-9:30 p.m. WEAF-NBC (Best Foods) (Benton & Bowles).

Pond's Vanity Fair, Victor Young orchestra, Lee Wiley, WEAF-NBC, 9:30-10 p.m. (Pond's Cream) (J. Walter Thompson).

Floyd Gibbons, Headline Hunter, NBC-WJZ, 10:45-11 p.m.

"First Nighter," with June Meredith, Don Ameche, Carlton Brickert and Chig Souther, 10:10-10:30 p.m. NBC-WJZ. (Campagna Italian Balm) (Aubrey, Moore & Wallace, Inc.).

Armour Hour, with Phil Baker, Harry McNaughton, Merrie Mel, Nell Sisters, Roy Shield orchestra, 9:30-10 p.m. (N. W. Ayer agency).

"March of Time," 8:30-9 p.m. CBS-WABC. (Remington Rand) (Batten, Barton, etc.).

Let's Listen to Harris, Phil Harris and orchestra, Leah Ray, 9-9:30 p.m. NBC-WJZ. (Cutex) (J. Walter Thompson).

Lum and Abner's Oldtime Sociable, 10:30-11 p.m. NBC-WFAP, original (W.C. Fields) (Ford dealers) (Criticfield agency).

Ethel Shutta, Walter O'Keefe, Don Bestor's band, 8-8:30 p.m. NBC-WJZ. (Nestle's Chocolate) (J. Walter Thompson).

Olsen and Johnson, Harry Benoit, conducting, 10-10:30 p.m. CBS-WABC. (Swift & Co.) (J. Walter Thompson).

Casa Loma band, 12-12:30 a.m. CBS-WABC. Also Sat. and Sun., 11:30-12 midnight.

SATURDAY (NOV. 4)

Jack Pearl, Chig Hall, Robert Simmonds, NBC-WABC, 9-9:30 p.m. NBC-WFAP. (Lucky Strike) (Lord & Thomas).

Res Battle concert ensemble, WEAF-NBC, 10:30-11 p.m. (CRCT).

Week-end Revue, variety show, NBC-WFAP, 4:30-5 p.m.

B. A. Rolfe orchestra, with Lew White, WEAF-NBC, 10-11 p.m. (Hudson-Essex) (Blackman agency).

Frederic William Wile, Political Situation in Washington, 7-7:15 p.m. CBS-WABC.

McCann's Family, sketch, by Carlton E. Morse, with Anthony Smythe, 11-11:30 p.m. NBC-WFAP, originating from NBC-FRSC studios.

SUNDAY (NOV. 5)

Alfred's matinee orchestra, WEAF-NBC, 2-3-11 a.m.

Major Bowes' Capitol Family from Capitol theatre, N. Y., 11:15 a.m.-12:15 p.m. WEAF-NBC, variety show, with Maria Silvers, Hannah Klein, Nicholas Conventio, Tom McLaughlin, Four Minute Men, Waldo Mayo, Yasha Bunchuk, conducting.

Jimmy Durante, Ruth Etting, Ruby Hoff's orchestra, WEAF-NBC, 9-9:30 p.m. (Chase & Sanborn Coffee) (J. Walter Thompson).

Jack Benny, Mary Livingston, Frank Parker, Frank Black conducting, NBC-WFAP, 10-10:30 p.m. (Chevrolet).

Col. Louis McHenry Howe, President Roosevelt's secretary, 10-10:15 p.m. WEAF-NBC. Walter Trumbull, interviewing him on national affairs (RCA Victor).

Helen Morgan, Albert Bartlett's orch., 2-2:30 p.m. CBS-WABC. (Bl-Si-Lo!) (Blackett-Sample-Hummert).

Radio City Music Hall Concert, Roxy (S. L. Rothafel) as m.c., with

Erno Rapee's orchestra, choir and soloists, 12:15-1:15 p.m. WJZ-NBC.

Frank Orin and Julia Sanderson 9-9:30 p.m. WABC-CBS (Bond Bread) (Batten, Barton, etc.).

Vincent Lopez, Alice Joy, 1-1:30 p.m. NBC-WJZ. (Real Silk) (Erwin Wasey).

Manhattan Merry-Go-Round, Tamara, David Percy, Men About Town, Gene Rodemich orchestra, 9-9:30 p.m. NBC-WFAP. (Lyon's Toilet Powder) (Blackett-Sample-Hummert).

American Album of Familiar Music, Frank Munn, Elizabeth Lennox, Ohman and Arden, Bertrand Hirsch, Gus Zeascher's orchestra, 9:30-10 p.m. NBC-WFAP. Bayer's Aspirin) (Blackett-Sample-Hummert).

American Revue, Ethel Waters, George Beatty, Dorsey Bros., Joe Venuti, 1-1:30 p.m. CBS-WABC (Amercian Oil).

Egon Petri, concert pianist, symphony orchestra, Frank Black, directing, 9-9:30 p.m. NBC-WJZ.

Willard Robison's Deep River symphony, 9-9:15 p.m. NBC-WABC. Also Thursday, 10:15-10:45 p.m.

Symphony Hour Howard Barlow, directing, 4-5 p.m. CBS-WABC.

MONDAY (NOV. 6)

A&P Gypsies, Harry Horlick directing, Frank Parker, WEAF-NBC, 9-9:30 p.m. (Atlantic & Pacific).

Sinclair Minstrels, Gene Arnold, Joe Parsons, Bill Childs, Mac McLeod Chigford Souther, Harry Koon direct, NBC-WJZ out of Chicago, 9-9:30 p.m. (Sinclair Oil) (Erwin Wasey).

Jack Frost Melodias with Josef Pasternack's orchestra and guest artist 9-9:30 p.m. (National Sugar Refining) Gotham agency).

Morgan L. Eastman orchestra Gene Arnold, Lullaby Lady, 10-10:30 p.m. NBC-WFAP. (Carnation Milk) (Erwin Wasey agency).

LOCAL SHOWS

(Embracing same data as National programs, giving time, artists, commercial, agency, etc., of local programs, not on a network hookup, regional or national.)

NEW YORK

(OCT. 31 TO NOV. 6)

(All Time EST)

TUESDAY (OCT. 31)

Eddy Brown, violinist, with miniature symphony maistror by George Shadock, 9-9:10 p.m. WOR.

Footlight Echoes, directed by Leo Shackley, Lewis Reid announcer 9:30-10 p.m. WOR.

Ferdie Grobe, Jean Sargent, 8-8:30 p.m. WOR. (Orbach's Stores) (Grey Agency).

"Sleepy Time Lady," May Spruntz 6:15-6:30, WINS. Same time every day.

Grubel Heater, news comment, 7:45-8 p.m. WOR. Also every other day but Sun. (Edling Brewing Co.).

Gene O'Kelly, Sportsights of the Day, 7-7:15 p.m. WMCA.

WEDNESDAY (NOV. 1)

Market and Halsey Street Playhouse, Roger Bower, m.c.; Lee Cronin, conductor, 10:30-11 p.m. Charles Hackett, 9-9:30, WMCA.

THURSDAY (NOV. 2)

"Men of WOR," variety, Sherman Keene directing, Grenadiers Quartet, Walter Ahrens, 10:30-11 p.m. WOR.

Merle Alcock, soprano; Roderick Graham, conducting, 9-9:30 p.m. WOR.

Pappy, Elton and Ezra, 9:30-10 p.m. WMCA. Also Sun., Mon. and Fri.

Marie Johnston's Saxophone Quartet and Pauline Alpert, pianist, 7:45-8 p.m. WOR.

FRIDAY (NOV. 3)

"The Invisible Microphone," revue, Louis Katzman, conducting, 9-9:10 p.m. WOR. (Acad. Ruppert Revue).

Harold Stern's orchestra, 145-9 p.m. WOR (Crystal Corp.).

Brendrick de Leuw, Teles of a Globe Trotter, 8:15-8:30 p.m. WEVD.

Jack Laif's Gaities, 6:45-7 p.m. WINS.

Brox Marriage Bureau, Julie Bernstein, Hyman Brown, 9-9:15 p.m. WOR.

Orchestra Gems, Robert Hood Rogers, conducting, 10-10:30 p.m. WMCA.

SATURDAY (NOV. 4)

Ray Perkins, Shirley Howard, 8-8:30 p.m. WJZ. Rheingold Beer) (Hanft-Metzger).

WOR Little Symphony orchestra. Phil James, conducting, 8-9 p.m. WOR.

The Cuban Lady, Cuban songs, 1:45-2 p.m. WMCA.

SUNDAY (NOV. 5)

Silverbell, with Sylvia Miller,

William Kennedy, Roderick Graham, conducting, 9:15-9:30, WMCA.

Woodbury revue, with Rozanne and her orchestra, Al and Lee Reiser, Jack Arthur, 7:30-8 p.m. WOR.

Red Lascuer and Ade, George Shackley, directing, Basil Ruyssdael, narrator, 6-6:30 p.m. WOR.

Margaret Anglin presents, with Robert Beddele, organist, 6:30-7 p.m. WOR.

Henrik 'De Leeuw, 'Orientalog,' 4:30-4:45 p.m. WOR.

Radiant Revue, Al and Lee Reiser, Jack Arthur, Rozanne, conducting, 7:30-8 p.m. WOR (Woodbury cosmetics) (J. Walter Thompson).

Jewish Little Symphony, with Jewish Serenaders, 6-6:30 p.m. WINA.

Choir Invisible, Vera Osborne, Annette Simpson, Veronica Wiggins, John Qning, David Grossell, George O'Brien, Jack Kenting, George 'hackley, directing, 8:30-9 p.m. WOR.

Viola Philo, 8:15-8:30, WMCA.

MONDAY (NOV. 6)

Back Stage with Boris Morros from Aramour theatre, N. Y., with orchestra, soloists, 30-9 p.m. WOR.

Alfred Wallenstein's Sinfonetta, Veronica Wiggins, soloist, 10:30-11 p.m. WOR.

"Enchanting Hour," Audrey Marsh, Jack Arthur, Al and Lee Reiser, Jean Gilbert, Basil Ruyssdael, narrator; Rozanne, conducting, 9-9:30 p.m. WOR. (Irry, Inc.).

CHICAGO

(NOV. 1 TO NOV. 7)

(All Time CST)

WEDNESDAY (NOV. 1)

Golden Bird, Nathan Provol, 9-9:30 a.m., three times weekly, WBBM.

Uncle Bob, children's show, 5:30-6 p.m., daily except Sunday, KYW (Katie and Cunningham agency).

Edelweiss Joe, Joe Parsons, 10:15-10:45, Monday, Wednesday, Friday, WMAQ (Edelweiss Brewery).

THURSDAY (NOV. 2)

Early Bird Club, with Joe Alabough, 6-6:30 a.m. daily except Sunday, WJZZ.

Spare Ribs, Fairy Tales, 8-8:15 a.m. daily except Sunday, WLS.

Musical Clock, 7-9 a.m., KYW. (Marshall Field Co.).

FRIDAY (NOV. 3)

Norm. Sherr, pianist, 5:45-6 p.m. WBBM. (Sustaining).

Today's Children, serial, 10:45-11 a.m. daily. WMAQ. (Pillsbury Flour).

SATURDAY (NOV. 4)

Hank and Hiram, comedy team, 7-7:15 a.m. WLS.

Three Strings, musicals, 7-7:15 p.m. daily, KYW.

Edie and Fred Cavanaugh, gospel, 1-1:15 p.m. (Broadcast Meat Products).

SUNDAY (NOV. 5)

Edison Symphony Orchestra, 9:15-9:45 p.m. WENR, weekly. (Edison Electric Co.).

Sunday Evening Club, 7-8 p.m. weekly, WLS.

University of Chicago round table, 12:30-1 p.m., WMAQ, weekly.

MONDAY (NOV. 6)

Vic and Sade, serial, 11:15-11:30 a.m. daily except Saturday and Sunday, WENR.

Phil Harris orchestra, 11-11:30 p.m. daily, WENR.

TUESDAY (NOV. 7)

Bubb Pickard, hilly billy, 6:30-6:45 a.m. daily, WJZZ.

LOS ANGELES

(NOV. 3 TO NOV. 9)

(All Time PST)

SEVERAL TIMES WEEKLY

Merrymakers, KHJ, 9-10 p.m., variety show, with Gil and Doering and Ben.

Don Brown, Palace hotel orchestra, Harry Guehn, director, 11-11:30 p.m.; also 2:45-3:15 p.m. to NGC. KOA.

"Hon. Archie and Frank Watanabe, KNX, 7-7:15 p.m., comedy serial, every evening except Sunday.

"In Laws," KFAC, comedy domestic serial, 6:45-7 p.m., every night but Sunday.

Globe Headlines, KHJ, Tues., Weds., Thurs., and Fri., 8-8:15 p.m. newspaper office-Hollywood serial. (Globe Mills) (Dan B. Miner).

FRIDAY (NOV. 3)

Romantic History of Our Presidents, KMTV, 8-8:30 p.m. Historical Dramatization.

Tapestries of Life, KHJ, 9-9:30 p.m., classical orchestra music. (Forest Lawn Cemetery) (Dan B. Miner).

Optimistic Donut Hour, KNX, 8-9 p.m. Variety show, with Charlotte

Woodruff, Joe Bishop and Alan Rogers. (Davis, Perfection Bread.)

SATURDAY (NOV. 4)

Elvis Allman, songs and comedy, with KNXPponents of Rhythm, 7:30-7:45 p.m.

KNX Varieties, with Jack Carter, KNX, 8-9 p.m. Revue.

Marygrove-on-the-Air, KECA, 8:30-9 p.m., NBC. Sustaining.

SUNDAY (NOV. 5)

Hi Jinks, KFWB, 8-9 p.m. ties, with Johnny Murray, American Baking Co.).

Marygrove-on-the-Air, 9-10. Varieties, with Raymond Paige orchestra. (Ford Dealers of Cal) (McCann Erickson).

Makers of History, KFJ, 7:45-8:15 p.m. Historical dramatization. (Sustaining).

Symphony Concert, KMPC and re-broadcast, KFWB, KFOX, Long Beach, KRBC, Santa Ana, 10-11 p.m. Chauncy Haines' orchestra of 35 pieces. (MacMillan Petroleum Co.).

Charles Hamp, KNX, 7:30-8 p.m.; Also Mon. and Fri., 9:15-9:45 p.m. (Sistrak Toothpaste) (Smith and Drum).

Napoleon and Josephine, KFWB, 9-9:30 p.m. Serial dramatization of French history. (Barker ros.). (Ray Alden agency).

Charles Gardens concert, KMTV, 2:30-4:30 p.m. Don Filippi's orchestra. Sustaining.

Air Line News

By Nellie Revell

When Fred Waring broadcast the program with Harry Richman from the Congress Hotel, Chicago, before the 1,500 guests and newspaper men, Milton Berle part of program was picked up from the New York CBS studios. But when the time came for Berle instead of his gags being piped into the large room through a public address system installed there, Waring asked the audience what they would like to hear while Berle was on the air. They wanted 'The Big Bad Wolf,' so the band performed.

A Couple of Shri

Don Voorhees has more commercials than any other leader in radio, yet is the least publicized. Heerle, who really is Charles K. Field, is another reticent individual seldom mentioned on publicity.

ire Breaks Down

Norman rokenshire, perhaps one of the best-known of microphone ringmasters, starts a new program on WOR called 'Midnight Musings,' which will go on Sunday nights. With 'Broke' will be Elsie Thompson, organist, and Stanley Meehan, tenor. Norman is going to read poetry, if you please.

Short Shots

Rhythm Raycoles, a West Coast male trio, has been brought East by WOR. They do vocal harmony, comedy, chatter, impersonations and instrumental novelties....Florence Malcolm Darnault, New York sculptress, has completed a bust of Jessica Dragonette for the NBC headquarters in Radio City, which will begin work on those of Rudy Vallee and Robert Simmons....Jack Arthur, baritone, came near getting into trouble recently on account of checks that bounced. The account is in Arthur's real name, which is Arthur Campbell, but Jack forgets, and signs his acquired name....Ozzie Nelson's real name is Oswald. He changed it to prevent having to fight his way through school....Milton Watson and Katherine Carrington will be the romantic duet on the new 'Evening in Paris' program which backs Chase & Sanborn Sunday evenings via CBS network. Nat Shilkret will conduct.

Before Radio

Bert Hirsch was a violin teacher....Eddie Duchin was a drug store clerk. He is also a graduate pharmacist....Joey Nash led an orchestra at the age of 17 in Palm Beach....Phil Cook was a commercial artist....Phil Dewey was a country school teacher....Vincent Sorey was an airline salesman....Ted Husing was a boxing instructor....Merle Johnson was a civil engineer....Kelvin Keech was a chemical engineer....Jolly Bill Steinko was a newspaper cartoonist....Norman Brokenshire was a mechanical draftsman....Ruth Etting was a costume designer....A. L. Alexander was a minister....Gabriel Heatter was press agent for the late Mayor Mitchell....Lucille Long's first professional appearance was as a singer on a Canadian Pacific excursion steamer plying the St. Lawrence....George Haefly was a soda jerk....George Frame Brown was an architect....Pat Kelly, chief NBC announcer, was a sailor....Billy Jones was a telephone lineman and Ernie Hare was a baking powder salesman....H. V. Kaltenborn clerked in his father's store, selling building materials. Frederic William Wile was stenographer for wholesale grocers at \$14 per week.

Stand By

Irving Kauman's NBC programs sponsored by Swift will come from Boston beginning this week....Son born to the Harry Workmans (fiddler in Don Bestor's Baltimore band)....Don Hall Trio are a trifling homesick for Cleveland....No matter who Bert Hirsch has an appointment with, he is invariably late....By an odd coincidence Bob Grant and Harriet Lee may be featured as a new air team....Clark and McCullough expected on an Ipana Troubadour show soon....Asking price on Wheeler and Woolsey, for twice weekly for 13 weeks, is 6-nor-mouse!....WOR is turning from fifteen-minute programs to half-hour and hour periods. The reason, says Lewis Reid, program director, is that the public is leaning more to longer programs, such as the 'Invisible Microphone' and other lengthy broadcasts. The longer programs will go on after the November 7 elections....Mildred Bailey will moan into a Warner Bros. microphone.

Scrambled Notes

Moran and Mack are forming a corporation, to be known as Two Black Crows, Inc., to make and market records of their Old Gold broadcasts on CBS....In seven days, Victor Young, composer-leader, wrote nine new songs for the forthcoming 'Blackbirds,' a job on which the average songsmith spends a year, and he kept up his Friday night show as well....Ben Alley is booked for a pair of fifteen-minute commercials a week, to start soon over NBC....James Cannon, who relinquished his job as radio editor of the 'World-Telegram' for news work, is taking a two weeks' vacation in the Poconos....The 150-voice choir of business men B. A. Rolfe used last Saturday may become a permanent part of the Terraplane show....Kate Smith opens in Boston vaudeville November 3, then returns to New York for a Capitol Theatre engagement....Mortimer Stewart, one-time radio columnist of the 'Herald Tribune,' is now director of WOR's 'Music Shoppe' on Friday nights....Freddie Rich's dramatizing of classic melodies with trained actors exchanging dialogue to explain the various movements, is creating considerable comment....John Battle is replacing Jack Smart as Huey Long's impersonator on 'The March of Time'.

Microphoneys

Programs You Will Never Hear—Singin' Sam reading a news flash with a 30-minute time limit....Edwin C. Hill imitating Roy Atwell imitating Roscoe Ates....Bert Lahr doing Voice of Experience....Will Rogers conducting a radio cooking school....Sisters of the Skillet doubling as Paul Whitman's Rhythm Boys....Mary Olds closing her 'Our Children' broadcast with a high, 'the brain's' Alice Joy giggling like Ed Wynn....Harry Salter's Titusville band playing Beethoven's Ninth Symphony.

Gossip

Vinton Haworth, who created the role of Jack Arnold in 'Myrt and Marge' is now in New York making films....James Melton may be 'Ravenal' when they turn 'Show Boat' into a film....David Freedman and Everett Freeman, the lad who wrote radio satirical articles for the Saturday Evening Post, are collaborating on a radio play....The Goldenrod program, featuring Phil Spitaling Saturday nights, will leave that spot after November 4 unless CBS finds another night for it....Little Jack Little and his orchestra come to New York November 8, opening at the Lexington Hotel with a CBS wire....Johnny Shea, formerly of NBC press department, has turned legitimate. Johnny has become an actor in the cast of 'Bobby Benson' wild west show on the Columbia network.

Procter-Gollier Agency of Cincinnati now handling the Fehr Radio Brewery company of Louisville account. Brewery ad account formerly with Albert Frank-Gunther-Law agency, Chicago.

Conquest Alliance Co. has taken over the commercial representation on this side of the Union Radio, Spanish chain. Latter's key outlet is EAJ7, Madrid, with affiliations in Barcelona, Sevilla, San Sebastian, Santiago and Valencia.

Coincident

Baltimore, Oct. 30. Maryland Bluecut Co. sponsors a weekly program over WFBR tagged 'Origins of Superstitions,' which makes the point that superstitions are unfounded, silly things and should be disregarded by intelligent persons. This month marked the first time in firm's history that their payroll cashier was held up. He was robbed of \$7,000—on Friday, 13!

SF Auditorium Bdcasts Bring Boycott Threat

San Francisco,

Shell Oil planning free broadcasts from 15,000-seat Civic Auditorium over Don Lee network so theatres this morning meeting with NRA to protest it as unfair trade practice. Theatres say will boycott Shell products and all artists working program. Will run trailers against and otherwise fight show, first of which planned for next Monday night by the J. Walter Thompson agency.

WGN's 6th Web Show

Chicago, Oct. 30.

Another program originates out of WGN for a network account though the station starting Nov. 1 has no network affiliation. 'Story of Helen Trent,' an Edna Wallace Hopper commercial, goes on Columbus this week. Floating five days weekly for 15 minutes at 1:15 EST. Account placed by Blackett-Sample-Hummer (New York) and written in the eastern offices. WGN now originates Ovaltone's 'Little Orphan Annie,' Kellogg's 'Singing Lady,' Super Suds' Clara, Lu and Em for the National with 'Painted Dreams,' 'Just Plain Bill' and 'Trent' on Columbia.

KEPN'S SALES REP

San Antonio, Tex., Oct. 30.

Howard W. Davis has taken over the general management and exclusive sales representation of KEPN, the Mexican 100,000 watt, and KMAC, San Antonio. Davis recently stepped out as v. p. in charge of sales for the Southwest Broadcasting Co. in Ft. Worth. Jack Motes, who was with Davis at SEC, is now commercial mgr. of KMAC.

HERE AND THERE

Baume Bengue programs with Don Ross now being routed over the Yankee net work three a. m.'s a week are getting the wax treatment simultaneously for spot use in the event the anodyne decides to spread out. Ross stanzas are piped to Boston from the Byer studios in New York where the stenciling is being done.

Ross' contract is for an initial 12 weeks.

Nash Motors has set aside a budget for a 30-day splurge in spot broadcasting with the disk series slated to start the latter part of this week.

Programs introducing the new Nash models will be carried over some 50 stations on a schedule of seven times a week. Placement end of the account handled by Scott Howe Bowen.

Chesapeake and Ohio railroad spotting announcements through the east, midwest and south. Using the 'Casey Jones' record and music and background.

Spotting now in St. Louis, Tulsa, Dallas—Louisville, Cincinnati, Washington and Baltimore.

Indolent Toothpaste to expand present schedule of spot series to include the southern states. Through the Maxon agency now setting time to start about Jan. 1.

Indolent using the 'Black and Blue' comedy detective platters for their show.

Inside Stuff—Radio

CBS' contacts with the Byrd Antarctic Expedition will be strictly one way, from the icy regions north. Keeping in touch with the explorers from this end will be pretty well monopolized by NBC, which didn't figure in on the radio phase of the South Pole affair until it was discovered that the only American shortwave station that can get to that end of the globe belongs to an NBC affiliate, WGY, Schenectady. Outlet, with the call letters WXXAF, is owned by General Electric.

After it had made its tie-up with the expedition and brought in General Foods (Grape Nuts) to bankroll a weekly program from the Antarctic CBS approached General Electric with a proposition to use the latter's wavelength for communication southward. Answer from the equipment manufacturer was that the G. E. connection with NBC made it incumbent upon the former to give that network first crack on the broadcasts, NBC readily okayed the thing and the night of Nov. 7 broadcasts its first program for the entertainment of the Byrd crew.

General Motors understood to be planning to continue the splitting up of its advertising allocations instead of lumping them all in one agency, Campbell-Ewald. Started with the switch of the Fisher Bodies account to Erwin-Wasey and following with the move of Oldsmobile to E.B.D.O. and Buick to J. Walter Thompson.

Now reported that McManus agency in Detroit will get the Cadillac and LaSalle job, Theodore McManus having established himself with Campbell-Ewald will keep the Chevrolet business which is about 65% of the total General Motors appropriation. Splitting up follows the general understanding that it's difficult for one agency to handle competing accounts as Buick, Oldsmobile and Chevrolet and do the same job for all of them.

Materializing radio's unseen voices in the shape of visible faces and bodies capable of decorating the cover or pages of a fan magazine is the toughest job in journalism, according to editors who have to perform that miracle in every edition. Fundamental weakness of the radio fan mags in bucking the film fan mags is this lack of sex appeal.

It's so tough that the radio fan mags hold regular staff conferences trying to inject pictorial appeal. And the text is almost as difficult a problem since there's a limit to what can be written about a voice.

In appreciation of this angle networks and individual stations in more than a few instances have kept girl singers on the payroll principally because they look good in half-tones rather than sound good in musical full tones.

Radio press agents have long since realized that in selling and holding clients they need to persuade the performer established in rendering a service nobody else is able to. In other words, Joe Doakes can send blurs out promiscuously and probably land a certain percentage in print and the actors know it. More, the press agents know the actors know the hokum angles on this score.

P.A.'s now sell on a basis of their de-luxe contacts. Typical slant to the client is, 'I can get you into so-and-so's column. He's the only one that the advertising agencies read.' By making it look tough and creating the illusion that a certain column is the direct route to the agencies, the service rendered takes on a mysterious character.

Soon after things have been straightened out on the theatre operating end of RKO, J. R. McDonough will be assigned to do some reorganizing at NBC. McDonough for his network entry will be clothed with the title of assistant to the president. He assumed a similar handle when he came into RKO. Later it was changed to president of Keith-Orpheum-Albee. McDonough rates as Sarnoff's personal cleanup man and reorganizer. Cutting away the encumbrances, co-ordinating departments and putting them in smooth financial order is his specialty.

Columbia salesmen have their own news service, getting boiler-plate copy from the home office on what particular air shows are doing. Called 'Have You Heard This One.'

For instance will tell salesmen that Kellogg added eight stations and jumped mail count 55,000; or that new 'Roses and Drums' series has jumped biz for Union Life Insurance \$1,400,000. These are tips for the salesmen to use in showing prospects what Columbia has done.

Fact that George McClelland had submitted his resignation as v. p. in charge of sales was unknown to M. H. Ayresworth until the paper came up for consideration at a meeting of the NBC board of directors. McClelland had delivered his note of retirement to his immediate superior, Richard C. Patterson, jr., executive v. p., and it was Patterson who introduced subject at the meeting.

'Radio Guide,' oldest of the fan publications and the only weekly among them, is slated for another change of policy now that M. Koenigsberg, former Hearst syndicate exec, is with the Moe Annenberg organization. Understood the 'Guide' may go to gloss paper in an effort to crack the metropolitan area.

Phillips Lord is reported to have lost on his unhappy venture at the Chicago World's Fair. Creator of 'Sunday Nite at Seth Parker's' guessed wrong about expositions, although his tours through the provinces have brought forth big grosses.

David Freedman is the first gag author coming in for credit on the networks. Mention is in connection with the material used by Lulu McConnell in the Ex-Lax show over CBS Monday nights.

Subway advertising cards are being used increasingly for spotlighting radio programs.

A NEW DEAL For Radio Advertisers W-I-N-D

4,000,000 People Within 40 Miles Full Time Schedule—560 Kilocycles CBS Programs—Western Electric Equipment Lowest Cost Radio Coverage Available Anywhere

For details, Write W-I-N-D National Advertising Office 201 North Wells St., Chicago, Ill.

Air Writers and Actors on Coast Work for Zero, but Hope for Films

Los Angeles, Oct.

Writing, directing or acting in radio drama in this section of the country is among the world's worst paid contribution to entertainment.

Although currently every station its quota of plays, either one-act or serials, few of the casts are paid. Only salaries are for the sponsored programs and despite merit in many of them, few are commercialized.

City is currently hot for serials dealing with historical characters, yet only one of them is sponsored. Week after week, writers, directors and actors give their services freely hoping for a commercial break and an opportunity to cash in, but this happens rarely.

One of the majors has a historical serial running that is an example of 'excellent air' dramatization yet to date the station has been unable to sell it to an advertiser. Show manifests excellent playwrighting and fine reading but station only pays its author \$5 a week for his services, an equally small salary to the lead and the rest of the cast, are working for charity and hope.

This same playwright, with plenty of stage training behind him, also handles a similar type of dramatization on another station.

Aside from the hope of eventual sponsorship of programs and a chance at a weekly check is a belief that air acting or writing might lead to a break in the studios. But there's been only one getting such a break, an ether writer who jumped from a less than \$50 station job to a four figure a week spot as a scenarist. No out and out radio players have made the jump.

THE GREEK AMBASSADOR OF GOOD WILL

GEORGE GIVOT

Week Oct. 27—Fantages, Portland
Just Completed
"HOLLYWOOD FARTY"
"THE CHIEF"
Sole Direction
HERMAN BERNIE
1619 Broadway, New York

ABE LYMAN

AND HIS
CALIFORNIA ORCHESTRA
COAST-TO-COAST

WABC
SUNDAY, 2:30 p. m.—3 p. m.

WEAF

WED.,
8:30 p. m.—9 p. m.

THE

SIZZ- LERS

INVITE YOU TO LISTEN IN
THURSDAY AT 6:45 P.M.,
WEAF, AND HEAR SOME OF
THEIR NEW IDEAS
IN RHYTHM

Personal Direction: CHARLES A. BAYNA

EMERSON GILL

AND HIS ORCHESTRA
NOW PLAYING
DeWITT CLINTON HOTEL
ALBANY
Direction MCA

CLARENCE WHEELER AND HIS ORCHESTRA

broadcasting from WBBM—CBS from Wrigley Bldg., Chicago
EDDIE COPELAND, Assistant Director

Ether Slants

Will Rogers' return to Good Gulf Sunday night was a rousing click. Starting slow so far as the outside audience was concerned, he gained momentum and turned in a nifty session of contemporaneous gagging, not a little of it kidding the NRA on the square.

So far as the studio audience was concerned in Hollywood from where the cowboy comedian was picked up it sounded claquey.

Good Gulf is using the Cohan song as a gateway and audience checker-upper. Incidentally it's a nip of a ditty and will probably force its way into general popularity even if not commercially exploited. Per usual, Al Goodman maestroed his orchestra masterfully and the Revelers gave out their stuff in tiptop manner, notably that 'Nola' arrangement which was one of their best selling Victor records.

Jack Benny certainly out-Bernies the Alma Malta de maestro in the art of kidding news plug. The Chevrolet comedian, his agency and scriptwriters have gotten the kidding plug down to a fine art, so much so that even a mention on Kreisler (Chrysler) is interpreted in favor of Chev and yet conveys the impression that they are not blinding themselves as completely as do so many other ether managers to the existence of other makes and commodities.

Benny's savvy and skillful interpretation of the word is particularly effective in this type of dialog presentation. They're the last word in joshing the ad bally, besides which it's an intelligent last show that doesn't go over anybody's head.

Fleischmann yeast celebrated Thursday (26) Rudy Vallee's entry into his fifth year on the Standard Brands payroll with a fairly imposing list of highest honors and nicely balanced outlay of entertainment. Walter Winchell was brought in to do the congratulatory oil spreading for both Vallee and Lou Hoitz, while George Gerstwin took up where Winchell left off, and descended quite soberly on the leader's musical achievements.

Decca's Tedder introduced Felix Salmon, the cellist, and Heywood Brown did similar honors for the Hall Johnson choir, and the cast headed by Frank Wilson brought in for an excerpt out of 'Green Pastures'.

Holtz could have picked a much funnier piece out of his repertoire for the occasion.

Garber Sleeps Later

Chicago, Oct. 30.
Due to the west coast's time, Northwestern Yeast will shortly switch broadcast hour for Jan Garber band each Sunday on NBC. This will follow rather than precede the Wayne King band period for Lady Esther cosmetic.

BLUE JAMBOREE ON THURS.

Los Angeles, Oct. 30.
Blue Monday Jamboree switches its day of broadcast from Monday to Thursday starting Nov. 2. This is the first change of time since the feature's institution seven years ago.

Two-hour program is released through the Don Lee CBS network, with one-hour commercialized by Shnell Oil.

SMART RADIO ENTERTAINER

Birmingham, Oct. 30.
W. A. Young, manager of WBRC, figures that broadcasting has been vindicated because Rita Lee Harrison, an WBRC artist, captured first prize in a mental test at Birmingham College. She scored 286 points out of a possible 389. She's on the air with Rosalyn and Rita.

Ruthrauff & Ryan Agency, Chicago, placing a series of spot broadcasts throughout the midwest for Sterling Brewery of Evansville, Ind. Using sports reviews daily with local announcers.

Money Back Likka

St. Louis, Oct. 30.

You can place money orders for liquor now with distillers offering to refund your money plus six percent interest if repeat doesn't come.

This offer is being made nightly over KMOX, local Columbia station, for the Brennan, Francis, Shaw and Roos company. On for minute announcements across the board plus a big Saturday night impersonation show at the station auditorium.

CHI KYW GETS PHILLY MOVE OKAY

Chicago, Oct. 30.

KYW, Chicago 'Herald and Examiner' station, last week secured permission to move to Philadelphia after having filed application in July, 1932. Station immediately started publicity last week to inform advertisers and public that the transmitter would remain in Chicago several months yet, thus forestalling any potential advertisers from passing up the station at once.

Decision of the Federal Radio Commission automatically wipes out the requests of other stations for the KYW wavelength, leaving the 1,020 kilocycle channel clear. WXYZ in Detroit, WJAS in Pittsburgh and three Philly stations, WCAU, WIP and WFAN, had filed application for the KYW wave.

CANDY CO.'S ICE CREAM

Chicago, Oct. 30.

Martha Washington candy starts on a series of spot announcements throughout the midwest. But not to plug candy. This time it's ice cream which the Washington firm expects to have strong on the market by the coming spring. Using minute plugs.

KMTR QUITS MIDNITERS

Hollywood, Oct. 30.

KMTR goes off the air again at midnight.

Hour program, 'In the Studios', which went on at 12 each night, has been discontinued. Goes on Saturdays 3:15 to 4:15 p. m.

Rep's 4 New Stations

San Francisco, Oct. 30.
Incorporation papers were received this week by Greig, Blair & Spight, station representatives, who also have landed another four stations in addition to KNX, KFSD, KTAJ and KXBY.

New ones are KOMO and KJR, Seattle, and Louis Wasmers' KHQ and KGA, Spokane.

Radio Exploitation

(In this Department 'Variety' will collate each week news items of possible value to Radio Stations, Advertising Agencies and Advertisers. Special items of all kinds will be reported; these items being turned in by 'Variety' staff men and not written by the station.)

MICKY MOUSE CLUB, 2,000 KIDS, ON AIR

Birmingham.
Station WAPI sold to an insurance company the rights of the 'Mickey Mouse' club, sponsored every Saturday morning by the Alabama theatre. Club, organized by George Neelans, assistant manager is one of the largest in the country with a membership near 2,000.

Station paying expense of running wire to theatre. Sponsor financing souvenirs and presents to kids. Mouse club has already gone beyond the ballyhoo point for the theatre and is actually making money. A special show is arranged every Saturday morning before the regular show opens, and with a membership of 2,000 at 10 cents each the box office gets that much more for the day's receipts.

Billing the ilk
Borden's usually goes in for supplementary stunts on its air programs. Al Borden produced a 'Fur Day' (29) let the cat and a Borden advertisement in simultaneously. Ringed around the cap of the quart bottles were an attention-

New Business

CHARLOTTE, N. C.

Smith Wadsworth, Sunday 1:15 to 3:30 p. m., For Harmonists, popular ballads, WSOO.

Piedmont Auto Exchange-Army Radios, Monday, Wednesday and Friday, 9:15 to 8:30 a. m., Meet the Boy Friend, Dean Moore, WSOO.

Lucielle Shops, 9:30 to 9:35 p. m., daily, social reporter, WSOO.

Charlotte Dairies, 104 programs, Tuesday and Friday, 4:30 to 5 o'clock, King Cole, kiddies program, WSOO.

Modern Appliances, Sunday 1 to 1:15 p. m., Majestic Parade, Mike Wise and his orchestra, WSOO.

Kay Jewelry, six time announcements daily, WSOO.

Old Dutch Bakers, 9 to 9:30 daily, Baker Boy, WSOO.

A. & P. Tea Co., series of 15 and 30-minute programs, three weekly, beginning October 23. Placed locally, WBT.

Women's Organization for Prohibition Recall, three 15-minute programs, beginning November 2. Placed through headquarters at Raleigh, N. C., WBT.

D. Henderson, Chairman of the Dry Committee, 30-minute programs, beginning October 26, placed locally, WBT.

Acme Lead Company, 52 15-minute Sunday night programs, beginning October 22, placed by Radio Sales, Inc., WBT.

Worcester Salt Company, 26 15-minute programs, Friday nights, beginning December 8, agency Fuller and Smith and Ross, WBT.

Willard Tablet Company, 156 15-minute programs, Mondays, Wednesdays and Fridays, 6:45 to 7:00 p. m., agency, First United Broadcasters, N. Y. C., beginning October 30, WBT.

First Milk Company, 52 weeks, Tuesdays and Thursdays, 11:45 a. m., beginning November 7, agency, Gardner Advertising Company, WBT.

DENVER

Joelin Dry Goods Company, 15-minutes, except Sat. and Sun., 3 mos., KLZ.

Edelweiss Night Club, orchestra; for half-hour periods a week; 3 mos., KLZ.

Cords Piston Rings, solos and duets; 15-mins., 3 times a week; 3 mos., KLZ.

Brass Rail, restaurant, 100-word announcements every day except Sun.; 3 mos.; KLZ.

Bell Tailors, 10-word announcements daily except Sun.; 3 mos.; KLZ.

Dr. Jorgenson, 15-min. transcription, 'Dental Clinic'; daily; 3 mos.; KLZ.

Bisquick, 100 programs; 5 min-transcription; Betty Crocker cooking lessons; KLZ.

Loretta Heights, Catholic girl's college; five 15-min. programs; every other week to boost enrollment; KLZ.

Nash Motors, 100-word preferred spot announcements 5 nights a week; one month, KLZ.

Willard Battery, 15-min. transcription, daily; 3 mos., KFEL.

May Company, 100-word daily announcements, KFEL.

Dundee Clothing Shop, 75-word daily announcements, 3 mos., KFEL.

Mac's Beauty Shoppe, 100-word daily announcements, 3 mos., KFEL.

Stanton Laboratories, 100-word daily announcements, 3 mos., KFEL.

Frumes Jewelry Company, 75-word daily announcements, 3 mos., KFEL.

Union Bus Terminal, 100-word

daily announcements, 3 mos., KFEL.
United Fuel & Equipment Company, 75-word daily announcements, 3 mos., KFEL.

HARTFORD

Duff & Sons, Duff's Mixtures, three five-minute periods for 13 weeks. Placed by Battien, Barton, Durstine and Osborne, WTIC.

P. J. Squires & Sons, advertising a new product, 'New England Dressed Pork', two 15-minute periods a week for 26 weeks over WTIC and New England network. Placed by Gouletson Co., Inc., WTIC.

Community Chest, Hartford, Monday, Wednesday, Friday, Nov. 6 to Nov. 17, inclusive. Direct through WTIC and WDRC.

Scars Roebuck, twice a day on an indefinite contract period. Placed direct, WDRC.

Radcliffe Oil, indefinite period of one announcement daily. Placed direct, WDRC.

Schick Clothes Shoppes, ad liner announcement once daily. Indefinite period. Placed direct, WDRC.

M. A. C. Plan, Hartford, renewal contract of 50-word announcements three times weekly for 13 weeks, WDRC.

Capitol-Chevrolet Co., 50-word announcements once daily at 6 p. m. Placed direct, WDRC.

Brown Thomson Co., renewal. One year contract, broadcast once a day, WDRC. Placed direct.

Sage-Art Co., one-hour period each week from 10 to 11 every Saturday morning. Juvenile hour. Remote control direct from store; 13 weeks. WDRC. Placed direct.

SEATTLE

Stanton-Frederick's (the clothing), 15 minutes every morning except Sundays, on women's club briefs, over KJR from Oct. 30 to Dec. 30.

F. Fongers & Co. (plugging Vapex), 28 one-minute discs over KOMO; starting and finishing dates indef.

Crane Storage Co., spot announcements (Continued on page 61)

CONRAD THIBAUT

Wed., 8:30-9 P.M.
WABC

Thurs., 9-10 P.M.
WEAF

WABC—CBS



MILDRED BAILEY

AND HER
"ROCKING CHAIR"

JOHN FOGARTY

Jack Frost Sugar
NBC Network
Personal Direction
James F. Gillespie
1550 B'way, N. Y.

TIM and IRENE

RYAN and NOBLETT
Brown Derby and Humboldt Beer
Mon. and Wed. 9:45 P.M., EST.
KGO Network
Carotene Carnival, Sat. 9 P.M.
KFO and Continental Network
NBC SAN FRANCISCO

NOW TOURING

**WLS BARN DANCE
and MERRY-GO-ROUND CREW**
Making the Money for the Theatres and Entertaining the Public
RADIO STATION WLS, CHICAGO

Radio Directory

(As a convenience for readers unfamiliar with who's who in Radio, 'Variety' prints below a directory for New York, Los Angeles, San Francisco, and Chicago.)

New York City

NBC
(Stations WJZ-WEAF)
711 Fifth Ave.
Plaza 4-1900
M. H. Aylesworth, President.
Richard C. Patterson, Jr., Executive V.-P.
A. L. Ashby, V.-P. and Gen. Atty.
George Engles, V.-P. on Artists' Service.
John P. Royal, V.-P. on Programs.
Roy C. Wilmer, V.-P. on East Div. Sales.
Frank Mason, V.-P. on Public Relations.
Mark Woods, Treasurer.
Lewis MacConach, Secretary.
W. C. Rous, Mgr. Local Sales Promotion.
H. P. McKee, Auditor.
H. F. Kelly, Asst. Auditor.
C. W. Horn, Gen. Engineer.
Frank Mullen, Agricultural Dir.
J. delano Almonte, Evening Operations.
Bertha Brannard, Program Mgr.
G. W. Payne, Operations.
R. J. Teichner, Asst. to Treas.

Department
Donald G. Shaw, Eastern Sales Mgr.
Thos. H. Belvisio, Music Librarian.
W. D. Blochman, Purchasing Agent.
John R. Carey, Service Supervisor.
O. B. Hanson, Mgr., Plant Operation and Engineering Dept.
Ruth Kessler, Personnel Supervisor.
Donald Withcomb, Mgr. Sta. Relations.
Paul F. Peter, Mgr. Statistical Dept.
G. W. Johnstone, Mgr. Press Relations.
Dept.
Harold Kemp, Popular Talent.
D. S. Tuthill, Sales Mgr., Artists' Service.
Quinton Adams, Office Mgr.
E. P. H. James, Sales Promotion Mgr.

THE ORIGINAL KING'S JESTERS
NBC Coast-to-Coast
SEALED POWER
Mon., 8-9:30 P.M. EST
CBS Coast-to-Coast
SWIFT REVUE
Fri., 10-10:30 P.M. EST
Per. PAUL KAPP

THE DORING SISTERS
"Creators of a New Trio Style"
CBS SWIFT REVUE
as BROOKFIELD DAIRYMAIDS
Fri., 10-10:30 P.M. EST
WGN, Chicago Tribune Station
52 Weeks, Beginning Nov. 1
Exclusive Dir. PAUL KAPP

FRED ALLEN'S SALAD BOWL REVUE
with
BOY ATWELL, PORTLAND HOFFA
JACK SMART, THE SONGSMITHS
FERDIE GROFE'S MUSIC
WEAF-Fridays-9 P.M. E.S.T.
Made possible through the courtesy of
Hellmann's Mayonnaise
Direction of WALTER BATCHELOR

GEORGE BURNS and GRACIE ALLEN
WHITE OWL
Every Wednesday
Evening at 9:30 P.M.
WABC

irection WM. MORRIS AGENCY
HEAR THE MORIN SISTERS
on the
'SEALED POWER SIDE SHOW'
Every Mon., 7-7:30 P.M. CST
10-10:30 P.M. MST

Joe Parsons
Radio's Low Voice
AS 'EDELWEISS JOE'
Mon.-Wed., Fri., 10:35 P.M., WMAQ
SINCLAIR MINSTREL
Every Mon., 8 P.M., N.B.C.
CHICAGO

CBS
(Station WABC)
485 Madison Ave.
Wicksman 2-2900
William S. Paley, President.
Edward Klauber, Executive V.-P.
Sam Pickard, V.-P.
Ruth Kendall Dolce, V.-P. in Charge of Sales.
Lawrence W. Lowman, on Operations and Secretary.
M. R. Runyon, Treasurer.
John Knipe, Sales Mgr.
William H. Ensign, Asst. Sales Mgr.
Julius Field, Comm. Program Operations.
Julius S. Seabach, Program Operations.
E. G. Gude, Publicity.
Edwin K. Cohen, Technical Dir.
Paul White, CBS News Service.
Paul W. Keegan, Sales Promotion.
John K. Karpis, Chief Research.
John S. Carlisle, Production Mgr.
Frederic P. Willis, Educational Dir.
Julius Mattfeld, Music Librarian.
Hugh Cowan, Commercial Engineer.
Marion R. Parsonnet, Dramatic Dir.
Herbert B. Glover, News Broadcasting.
Ralph J. Wonders, Mgr., Artists' Bureau.
Peter De Lima, Mgr. of Contracts.
Paul Ross, Mgr. Personal Bookings.
Samuel Fallow, Mgr. Club Bookings.

WOR
Broadcasting Service, Inc.
1440 Broadway
Pennsylvania 6-6000
Alfred J. McCook, Station Mgr.
A. A. Cormier, Sales Mgr.
Walter J. Niles, Asst. Sales Mgr.
Lewis Reid, Program Dir.
George Shackley, Music
Robert L. Wilkins, Press.
J. R. Poppel, Chief Engineer.

WI
American Radio News Corp.
114 E. 58th St.
Edorado 8-6100
Bradley Kelly, Station Mgr.
John McCormick, Program Dir.
Harold Shubert, Production Mgr.
Bernard Levittow, Musical Dir.
George Wieda, Press.
WMCA-WPCH
Operated by the Federal Broadcasting Corp.
Broadway at 53d St.
Columbus 5-0060
John T. Adams, President.
Major Tilden, Freeman, Commercial Director.
Robert S. Wood, Pres.
Jack Ricker, Studio Director.
Fred W. Dyson, Business Mgr.
Harry Carlson, Program Director WMCA.
J. Bill Williams, Program Director WPCH.
Arthur Barton, Educational Programs.
A. L. Alexander, Chief Announcer.
Elmo Ross and J. H. Hastings, Musical Directors.
Frank Marx, Chief Engineer.
Harry Falcone, Continuity.
Bide Dudley, Dramatic Critic.
Sam T. Bond, Maintenance Mgr.
Jack Filman, Hockey, Sports.
Charles Martin, Dramatic Presentations.

WLWL
Universal Broadcasting Corp.
415 W. 59th St.
Columbus 5-7030
H. F. Riley, Dir.
R. E. Kiernan, Business Mgr.
R. W. Bork, Sales Mgr.
George O'Brien, Program Dir.
Rudolph Fritz, Musical Dir.
Joseph Deppa, Chief Engineer.

Chicago
Merchandise Mart
Superior 8300
(Stations WENR-WMAQ)
Niles Trammell, V.-P. in Charge.
Sen Kanev, Asst. to V.-P.
P. G. Parker, Asst. Gen. Mgr.
Fred Weber, Station Relations.
John Whalley, Office Mgr.
Roy Shield, Chief Engineer.
C. L. Messer, Production Dir.
Sidney Strotz, Program Mgr.
Alex Robb, Asst. Program Mgr.
Sidney Strotz, Artists Mgr.
Willis Cooper, Continuity.
Frank Mullen, Dir. of Agriculture.
Judith Waller, Educational Dir.
Kenneth Carpenter, Sales Mgr.
Bill Hay, Local Sales Mgr.
L. B. Showerman, Sales Service Mgr.
E. C. Carlson, Sales Promotion Mgr.
Howard Luenga, Chief Engineer.
M. W. Rife, Chief Field Engineer.
E. S. Donaghy, Maintenance Mgr.
only Pratt, Public Relations Counsel.
Al Williamson, Publicity Mgr.

Wrigley Bldg.
Whitehall 6006
(Station WBBM)
Leile Aitana, V.-P. in Charge.
Leonard Erickson, Western Sales Mgr.
Walter Preston, Program Dir.
Bobby Brown, Gen. Production Mgr.
Jeff King, Traffic and Office Mgr.
Harold Fair, Asst. Program Mgr.
Howard Neumiller, Musical Dir.
Larry Plak, Chief Engineer.
Frank Mullen, Sales Mgr.
Stevs Trumbull, CBS Publicity Mgr.
Ruth Beth, WBBM Publicity Mgr.
Harold Wilcox, Chief Announcer.
Richard Elgers, Sales Promotion Mgr.
Arthur Wenzel, Community Concert Mgr.
McClure Bellows, CBS Concert Mgr.

KYW
Strauss Bldg.
Walsh 4010
Homer Hogan, Gen. Mgr.
Parker Whitney, Production Mgr.
Harold F. Bean, Asst. Production Mgr.
Rex Maupin, Musical Dir.

H. E. Randall, Chief Engineer.
U.ner Turner, Publicity Dir.
WCFL
Furniture Mart
Delaware 9000
John Fitzpatrick, President.
Edward N. Wood, Jr., Mgr.
Franklin Lundquist, Bus. Mgr.
Maurice Lynch, Treasurer.
Howard Keegan, Production Dir.
Eddie Hanson, Musical Dir.
Howard Keegan, Chief Announcer.
Maynard Marquardt, Chief Engineer.

WJJD
Lake and Wells Sta.
State 5408
Ralph Atlas, Gen. Mgr.
Art Linick, Commercial Mgr.
Joe Alabough, Chief Announcer.

WLS
1230 W. Washington
Laymarket 7500
Burridge Butler, President.
Glenn Snyder, Gen. Mgr.
George Elgar, Program Mgr.
D. H. McDonald, Adv. Mgr.
Tom Rowe, Chief Engineer.
Clemens Logg, Sales Mgr.
Hal O'Halloran, Chief Announcer.
Harry Steele, Publicity Dir.

WGN
Drake Hotel
Superior 0100
W. E. MacFarlane, Gen. Mgr.
Charles Lapham, Production Mgr.
George Isaac, Commercial Mgr.
Edward Barry, Production Mgr.
Deles Owen, Musical Dir.
Carl Myers, Chief Engineer.
Frank Schreiber, Publicity Dir.

WGES
128 N. Crawford
Van Buren 8000
Gene Dyer, Station Mgr.
Charles Lapham, Production Mgr.
Joseph Buhaker, Chief Engineer.
John Van, Musical Dir.
Don Cramer, Chief Announcer.

WIND
201 North Wells
State 5460
Ralph Atlas, President.
Frank B. Kannon, V.-P.
Frank Morrow, Program Dir.
John Muri, Musical Director.
E. McMurray, Chief Engineer.
Art Jones, Chief Announcer.

Advertising Agencies
Lord & Thomas-Henry Sellinger.
J. Walter Thompson-Tom Luckenbill.
Erwin-Wasey-William Weddell.
McCann-Erickson-Fred Abbott.
N. W. Ayer-W. G. McGuire.
Crichtfield-Fred Abbott.
McJunkin-Los Hagerman.
BBDO-George May.
Blackett-Sample-Alewyn Ayleshire.
Henri Hurst McDonald-Art Decker.
Hayes McFarland, Don Bernard, Madge Chiles.

Los Angeles
KHJ
(Columbia Don Lee Broadcasting System)
107 West 7th Street
Vandike 7111
Don Lee, President.
Leo B. Brown, Gen. Mgr.
C. Ellisworth Wylie, Gen. Sales Mgr.
Raymond Falge, Musical and Program Dir.
Paul Rickenbacher, Production Mgr.
Kenneth Niles, Asst. Prod. Mgr.
Van C. Newkirk, Traffic Mgr.
Arthur J. Kama, Asst. Adv. Mgr. (KHJ)
Leslie Mawhinney, publicity.
Thomas Lee Artist Bureau, Ted Braun, mgr.

KFI and KECA
(NBC outlets)
Earle C. Anthony, Inc.
1000 So. Hope Street
Richmond 6111
Earle C. Anthony, President.
Arthur Kales, V.-P. and Gen. Mgr.
Glen Dolberg, Program Dir.

KFWB
Warner Bros. Pictures Corp.
Warner Theatre Bldg.
Hollywood 815
Gerald King, Gen. Mgr.
Chester Mittendorf, Commercial Mgr.
Jack Joy, Program Dir.
Johnnie Murray, Charge Vaude Programs.
Kay Van Alper, Charge Dramatic Programs.
Les Bennett, Chief Engineer.
Frank Murphy, Supervising Engineer.
George Fischer, Chief Electrician.
(Continued on page 59)

RADIO CHATTER

New York
William Hard, newspaper correspondent and radio commentator, has closed his "Back of the News in Washington" series for NBC, in order to make a nation-wide lecture tour. George R. Holmes, chief of the International News Service's Washington bureau, is filling the Wednesday supper-hour spot formerly occupied by Hard.
X Sisters slated to go back on the Hellmann's mayonnaise show (NBC).
Billy Wells again doing the authoring of Jack Pearl's air stanza.
Margaret Santry, commentator on society doings for the Cutex SHOW, now in her first phase is now getting additional attention from NBC.
Ben Selvin has the maestro assignment on the Tastyest broadcasts from 10:11 Standell from Baltimore substituting for Gordon Taylor on the CBS announcing staff while latter is in the hospital.

Foreign Language Press Also Finds Radio Grabbing the Golden Eggs

Chicago Ad Agencies
Radio Execs (Associated with the Show or Performance End of Radio).
Aubrey, Moore & Wallace, Inc.
410 North Michigan Ave.
J. H. North.
F. G. Ibbett.
N. W. Ayer
164 W. Jackson Blvd.
Nason McGuire.
Batten, Barton, Durstine & Osborn
221 N. La Salle St.
George May.
Jackett-Sample-Hummert
221 N. La Salle St.
Edward Aleshire.
N. H. Peterson.
Crichtfield
8 S. Michigan Ave.
Frank Steele.
Doremus & Company
208 S. La Salle St.
H. Ray Henderson.
Erwin, Wasey & Co.
230 N. Michigan Ave.
William Weddell.
Charles Daniel Frey
333 N. Michigan Ave.
Larry Triggs.
Gundlach Advertising Co.
400 N. Michigan Ave.
Irving Rosenbloom.
Henri Hurst & McDonald
520 N. Michigan Ave.
A. L. Decker.
Kirkland-Engel
646 N. Michigan Ave.
Kenneth Ring.
Lurd & Thomas
919 N. Michigan Ave.
Henry Sellinger.
Matteson, Fogarty, Jordan
307 N. Michigan Ave.
H. L. Weller.
McCann-Erickson
910 S. Michigan Ave.
Raymond Atwood.
Hays McFarland
333 N. Michigan Ave.
Don Bernard.
McJunkin
228 N. La Salle St.
Gordon Best.
Roche, Williams & Cunningham
ham, Inc.
Strauss Bldg.
William Roche.
Ruthrauff & Ryan
360 N. Michigan Ave.
Frank Steele.
J. Walter Thompson
410 N. Michigan Ave.
Thomas Luckenbill.

Foreign
the midwest are making a concentrated drive against foreign language radio programs and stations catering to alien listeners. Papers claim that radio has taken away their readers to such an extent that their circulation has more than 50% in the past two years. And weekly the radio grows more entrenched in the alien field by adding more foreign talking hours.
Chicago and vicinity has been foremost in the publishing of foreign papers, the largest Hungarian paper being published here. Besides Bohemian, Russian, German, Polish, Swedish, Yiddish, Mexican and Norwegian sheets, all formerly with huge circulations and powerful. But the ether has eaten into their standing with advertisers deserting to the transmitter.
Many of the foreigners cannot read their own language and when subscribing to papers had some literate members of the family read to them. This is done away with on the loudspeaker, the foreigners getting their news and native entertainment in their own tongue. Therefore, no necessity for the added bother and expense of foreign newspapers.
Eddie Duchin, back at the Central Park Casino, N. Y., signed for another year as a Victor artist.

Maxon Agency, Detroit, now lining up a series of stations for announcements for Reo.
Reo was on the air some time ago with minute plays.

East
Kohn D. Hager, studio manager of WGY, was a star athlete and singer in quartet at the New York State College for Teachers.
Frank Liver, a pioneer member of the WGY Players and on the air for more than 10 years, now doing a "Tarnacle Bill" program over station.
WHBC follows WHAM, Rochester in broadcasting a school of the air in co-operation with the Board of Education.
Inez Quinn and Lowell McMillan, WHAM singers, had roles in the Civic Music Association's first opera of the season, "The Mikado."
Audience of 1,200 crowded the grand ballroom of the Hotel Syracuse Oct. 26 to participate in the sixth anniversary program of Amos Phipps, whose gospel hymns have been broadcast by WSYR. String ensemble under direction of Ken Spurgeon and WSYR quartet were on the anniversary broadcast.
Jennie Lang warbling with Jack Deany at the Salle Moderne, Boston.
Gene and Glenn off from Boston (Continued on page 63)

Chicago Ad Agencies
Radio Execs (Associated with the Show or Performance End of Radio).
Aubrey, Moore & Wallace, Inc.
410 North Michigan Ave.
J. H. North.
F. G. Ibbett.
N. W. Ayer
164 W. Jackson Blvd.
Nason McGuire.
Batten, Barton, Durstine & Osborn
221 N. La Salle St.
George May.
Jackett-Sample-Hummert
221 N. La Salle St.
Edward Aleshire.
N. H. Peterson.
Crichtfield
8 S. Michigan Ave.
Frank Steele.
Doremus & Company
208 S. La Salle St.
H. Ray Henderson.
Erwin, Wasey & Co.
230 N. Michigan Ave.
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333 N. Michigan Ave.
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400 N. Michigan Ave.
Irving Rosenbloom.
Henri Hurst & McDonald
520 N. Michigan Ave.
A. L. Decker.
Kirkland-Engel
646 N. Michigan Ave.
Kenneth Ring.
Lurd & Thomas
919 N. Michigan Ave.
Henry Sellinger.
Matteson, Fogarty, Jordan
307 N. Michigan Ave.
H. L. Weller.
McCann-Erickson
910 S. Michigan Ave.
Raymond Atwood.
Hays McFarland
333 N. Michigan Ave.
Don Bernard.
McJunkin
228 N. La Salle St.
Gordon Best.
Roche, Williams & Cunningham
ham, Inc.
Strauss Bldg.
William Roche.
Ruthrauff & Ryan
360 N. Michigan Ave.
Frank Steele.
J. Walter Thompson
410 N. Michigan Ave.
Thomas Luckenbill.

Eddie Duchin, back at the Central Park Casino, N. Y., signed for another year as a Victor artist.

JACK BENNY
WEAF
10-10:30 P. M.
EVERY SUNDAY
CHEVROLET
PROGRAM
LEON BELASCO
WABC
Sat., 11:30 P.M.-Mon., 12 P.M.
Fri., 12:30 P.M.
NIGHTLY
ST. MORITZ HOTEL NEW YORK
Sole Direction HERMAN BERNIE
1610 Broadway, New York

Isham Jones Orchestra
COMMODORE HOTEL, N. Y.
The show sponsored by
EX LAX every Monday, 9:30-10 P.M. Sustaining-Tuesday, Thursday and Saturday, 11:30-12 P.M.; Saturdays, 11-11:15 P.M., coast to coast, WABC
Direction
Columbia Broadcasting System

RUBY NORTON
JACK CURTIS
CURTIS and ALLEN
Palace Theatre Bldg, New York

Acts, Sponsors Jockeying for Advantageous Air Spotting

Greatest howl among radioites, both sponsor and performer, is the question of spotting. Problem used to be the bane of existence for the vaudevillian; it's the curse or blessing of the radio performer and air performer. Spotting has been known to make and break performers and shows, which knowledge is making air showmen extremely careful in picking their hours.

Both commercial and performers ache for the chance to follow Amos 'n' Andy, knowing that in such a spot they are sure to hit a majority audience. Same goes for shows behind the Guy Lombardo ride. To be spotted between A&A and Guy Lombardo would be a radio paradise; an act would need little to click in such a niche. Statistics and check-up by both networks disclose that 65 percent of the tuners-in have fallen into the habit of turning to one spot on the dial and letting it ride. The old-fashioned dizzy turnings of the radio station to station is no more.

Spotting has worked to build up certain stations for certain nights. WMAQ, for instance, has the radio audience on Thursday nights with the three big one-hour shows in succession. WGN as its Tuesday nights for its own commercial programs of high caliber on CBS. To be on following a bad program means that the oncoming program finds itself without an immediate audience, but must build its own listeners. It must overcome a terrific handicap since the listeners must voluntarily tune out some other station. All this is done away with when riding behind a sock period which can gather a majority audience.

Spots Haven

Spot commercial accounts are particularly hepy to this fact. They insist on having their one-minute spot just behind or before a Wayne King, Ben Bernie, Rudy Vallee. On the same line of reasoning, commercials and performers are causing plenty headaches for stations and networks by refusing to go on a station or network at the same hour a powerful program is riding over a rival web or transmitter.

Stations have almost given up attempting to sell local accounts on their own transmitters when a powerful program is on an opposing station. They figure that even if they do sell an account that all they'd get would be ill-will because of the slim chance of doing a good selling job. Rather than risk this the stations are letting it go at that and spotting sustaining programs to oppose.

AKRON'S CANTON STUDIO

Canton, O., Oct. 30. J. Walton Blount has been commercial manager of the new Canton studio of WABC of Akron. Merv Robertson is program director of the newly opened studio. A staff of eight will be maintained in the Hotel Cortland offices of the Akron station.

Hal Moffett and band has moved to the Walthall Hotel, Jackson, Miss. Section, has not played orchestras in hotels in several years.

ROBBINS MUSIC CORPORATION

MEET YOUR FAVORITE STAR OF STAGE AND SCREEN AT MIKE FRITZEL'S

CHEZ PAREE

America's Smartest Restaurant and Supper Club Delaware 1653

611 Fairbanks CHICAGO

Radio Reports

(Continued from page 38)

the lead role, labeled Uncle Luke as part of the revamping.

Kopper's Coke takes appreciable time out for the sales palaver. When the announcer isn't there peddling it, lengthy dialog interpolations praise the product. By the time this hour frame is over there's no doubt left as to who is footing the bill.

Odco.

HARRY SOSNICK ORCH
Edgewater Beach Hotel
KYY, Chicago

In two years Harry Sosnick has come up from a pianist spot at WEEM to the head of one of the nearest orchestras on the air. As it stands, the Sosnick combo is the next orchestra due for a ride to the higher brackets.

Sosnick has supplied his musicians with slickly intricate arrangements that must make his music stand out.

As for breaks there's nothing better than the present Sosnick set-up. On both networks; over CBS for 30 minutes weekly with the Olsen & Johnson show, and here over an NBC wire.

Only fault noticed was the evident spotting of musicians around the mike. Sosnick has the banjo too close, so that the pink-plank takes too much role in the ensemble, the thumping—apparently being louder than the rest of the music.

CHARLES FLEISCHER
News Commentator
15 Mins.
Sustaining
WBXN, New York

Fleischer introduced as a writer, publicist, and man of the world, compares favorably with the average hash-over of the day's doings. His department is ticketed "More Than News," the more referring to its interpretation, a personal slant. He has a fairly liberal viewpoint, although self-confessed as a Republican. Tends to take the more so-called lightened side of the standpat side of the issues of the moment.

He progressed from Hitler and the Nazis to Roosevelt and the NRA and then passed along to the New York majority contest. He takes the responsibility throughout for a clear-cut opinion, forcibly expressed. Vocally, his style is agreeable.

Land.

OLGA VADINA
with Boris Cogan
15 Mins.
Sustaining
WBXN, New York

Russian sources supply the songs delivered by Miss Vadina in a voice of rather low range. Cogan provides musical accompaniment.

Program follows the station's hour and a half devotion to Yiddish and German languages, so the audience is limited to the foreign element almost altogether. Seems no reason to believe an unhighlighted program of this calibre can ever be more than a filler-inner.

Land.

GAY LORD RAVENAL
Singer
15 Mins.
Sustaining
WBXN, New York

Nice voice singing semi-classical numbers. An effort is made to inject some continuity through atmospheric comment that leads into the numbers and threads them together.

On late in evening (9:30) and the first program in English since, so the set-up isn't very good from the performer standpoint.

Title of course is a pun on Gaylord Ravenal, the gambler hero of "Show Boat."

Land.

TOM BRADFORD
15 Mins.
COMMERCIAL
WRCR, Birmingham.

Good program over a Birmingham station is an exception, since the stations have the idea the public wants bunk. Bradford is going good for Goodrich fire stations at 4:45 p. m. with peppy songs in his own style.

He also does his own announcing, which isn't so hot, but better than most of the stencyped spot-announcements. For music he uses an accordion and piano.

Canadian Set License Gets 2nd Court Rap

Ottawa, Oct. 30.

Nobody in Canada is required to take out a \$2 annual license for the ownership and operation of a radio receiving set as a result of the decision of the court for a second time in the prosecution of a radio owner on a charge of unlawful and unregistered use of a set. The decision was handed down by Magistrate W. A. Smith in a test action by the Government against A. F. Gignac, Sandwich West township solicitor.

Outcome is that the Government finds itself unable to enforce its statutes governing the licensing of privately-owned receiving sets but the law will be substantially amended at the session of Parliament next January to wash out the shortcomings in the act.

Stations Tell What's Coming In Next Hour

Lincoln, Oct. 30.

With the steady decrease of newspaper space in this section being devoted to radio program listings, the stations concerned have resorted to their own methods of getting the highlights of the day before the listener. KEAB and KOIL are heard at various times announcing about 45 minutes to an hour ahead what the program will be to keep the listener holding on.

There has even been some success in getting sponsors for an announcement read two or three times a day telling the full schedule of the day's entertainment.

GILDA IN CLEVELAND

Phil Selznick, Cleveland nite club operator, who has four spots there, is in New York lining up attractions.

Gilda Gray is set to open Nov. 3 for two weeks minimum at \$500 guarantee and 30% of the gross at the Madrid.

BILL BAAR NBC SHOW

Chicago, Oct. 30. Bill Baar joins NBC this week to do a sustaining show known as "Big Top," a circus series for the kid hour. Will be on WGNR at 5:15 p. m. Baar spent a week with Hagenbach-Wallace trick to get local color.

Spot Program Producers

American Broadcasting System
34 N. LaSalle Ave.
New York City.

American Radio-Features Syndicate
555 S. Flower St.
Los Angeles, Cal.

Scott Howe Bowen
Chrysler Bldg.
New York City.

Broadcast Adviser
8 Newbury St.
Boston, Mass.

Brunswick Radio Corp.
686 Lake Shore Drive
Chicago, Ill.

Byers Recording Lab.
1780 Broadway
New York City.

Columbia Phonograph Co.
111 N. Canal St.
Chicago, Ill.

Freeman Lang-C. C. Pyle
21 N. LaSalle Ave.
New York City.

MacGregor & Solli
365 Mission St.
San Francisco, Cal.

RCA Victor
Madison Bldg.
Chicago, Ill.

Heart Guild of America
122 S. Benton Way
Los Angeles, Cal.

Recordings, Ltd.
5506 Melrose Ave.
Hollywood, Cal.

Starr Piano Co.
Richmond, Ind.

Italian Production Co.
1040 Geary St.
San Francisco, Cal.

Betty VanDeventer
1050 Graybar Bldg.
New York City.

Midwest Broadcasting Co.
West Hotel
Minneapolis, Minn.

World Broadcasting Corp.
50 W. 57th St.
New York City.

Most Played on the Air Last Week

To familiarize the rest of the country with the tunes most sung and played on the air around New York, the following is the compilation for last week. This tabulation will continue regularly. In answer to inquiries, these plugs are figured on a Saturday-through-Friday week, regularly.

Tabulation in turn is broken down into two divisions: Number of plugs on the major networks (WEAF and WJZ of the NBC chain and WABC, key station of CBS), along with the total of plugs on New York's two most important independent stations—WOR and WMCA.

Title	WEAF WJZ WABC	WOR WMCA	Total
'Talk of the Town'	20	20	40
'Dinner at Eight'	21	12	33
'Heaven Only Knows'	18	14	32
'And So Goodbye'	18	14	32
'Aintcha Glad'	13	17	30
'Day You Came Along'	19	11	30
'Thanks'	23	5	28
'Goodnight Little Girl'	18	10	28
'By a Waterfall'	18	10	28
'You've Got Everything'	21	7	28
'Big Bad Wolf'	16	12	28
'Moment I Looked'	17	9	26
'I'll Be Faithful'	17	8	25
'Love Is the Sweetest Thing'	15	10	25
'Honeymoon Hotel'	16	9	25
'This Time It's Love'	16	9	25
'I Want You'	16	9	25
'Bless Your Heart'	11	14	25

NIGHT CLUB REVIEWS

VANITY FAIR, N. Y.

That curious which governs night club ups and downs has suddenly decreed that this spot be a success. After a couple of weeks of just about getting by, the late hour mob has begun patronizing the place, with business at near peak. That's something these days.

Reason is obvious enough after a glance at the talent lineup. What they seem to want is niterity's own, and they get it here. Plenty of laughs, plenty of show, a smattering of nudity and the rap's not too tough to take. It jells well.

'Ben Blue' is the head man. It's his first New York niter showing and he's set that way from now on. He has everything his own way. Four or five stooges work with him for some nice clowning, but it's mostly his own easy and hard working personality that wins through. He manages to be funny, in a rough way, without being offensive to any of the customers.

With him is a strong lineup of talent headed by Gertrude Nelsen, own. Her singing is getting better with her every appearance.

Rita Ray does some tap dancing. Three Ambassadors are a clowning song and dance outfit. Tina sings. This does a nice fan dance that manages to reveal some of these and those. Dorothy Marie dances and Julie Ray is still another dancer. Not named girl, by the way, has a highly novel stunt in a bolero number which she dances with a skillfully handled cloak instead of a dress.

Good dance music is dished out by Emil Newman's orchestra. Show is practically continuous. Blue mixing is still a nice keep.

The thing moving practically all the time. Some dancing, some show, and some more dancing. It's a good idea because always allow in for some amusement for the dropper-inners.

Kauf.

Algonquin Supper Club

Not quite a nite club, this twice weekly affair will nevertheless get a considerable twist from the show mob. Rose room of the hotel is used for the gatherings every Thursday and Saturday. It's dancing, eating, some entertaining and, more than anything, a gathering of the clans.

For the opening last Thursday (28) practically everybody who is anybody in showdom, (mostly left) was present. It was a party in honor of Clifton Webb and Marilyn Miller, idea being to have a guest of honor for every gathering. Also Constance was present. A good deal of the snooty mob, but the greatest percentage from the theatre.

There's a show but it doesn't mean very much. A girl named Mary Charles sings a few numbers. She's an American girl, quite pretty, who previously sang in Paris and London. Then a young man named Russell Johnson sings a few numbers. He's another American who appeared almost entirely in Europe thus far. He's quite clever and capable, having a swell sense of humor and a nice collection of songs

that are sophisticated, which is polite for slightly dirty.

That's all the show, except that sometimes the guests of honor do some entertaining. Webb and Miller didn't like it, so didn't. That's the tipoff to the whole thing. Polite and easy. If you want to entertain you do. Opening night everybody was in evening clothes. From now on it's not necessary. If you want to wear a dinner jacket okay. If not, okay again.

There's some excellent dance music by a Cookie Falechid band and sufficient dance floor space for most times. Very fine food and the tax only \$2.50 per person, supper included.

Kauf.

CLUB VILLA, SEATTLE

Seattle, Oct. 28.

Opening of this club last night gives Seattle another nite spot. Looks like a boom, with big reported good all around. But situation is bound to settle down with those that give the most, with the take toned to the era of as is, likely to survive.

Most elaborate floor show town is set in here. Also, there is a cover charge, varying from 50c to \$1. Whether the local spenders are in the mood to go for this tap regularly remains to be seen. Cafe seats 500, dance floor is largest in a city in town, accommodating 100 couples, but only half that for free movement.

Jules Buffano leads the 12-piece band with Jules having a real following in this burg, due to his musical and m. n. work for this tap when Dr. & M. Ideas held forth hereabouts. Harry Levinson and Chester Chaatek are bankrollers, with Buffano on that also.

This club is going in for class trade. Frothy stuff on tap and in bottles. Show runs 40 minutes in two sections. Eight young girls are in the show, with nice dance routine. Dolito De Soto is a Spanish gal from Cuba and she knows her rumba, this being a standout number. Margie, sings blues for results, her voice unusual, her diction excellent. Carlos Scaringi is a youth who sings tenors and plasses. Mildred Blair is a standout, having a lot of stuff in her acrobatic dance and contortion number.

George Gifford, an oldtimer in variety, brings on the comedy relief, in dance act. Myra Gregg has a gypsy tambourine number. Trepp.

ST. FRANCIS SPREADING

San Francisco, Oct. 30.

What 'with repeat and prosperity just around the corner, Hotel St. Francis has blighted a sizeable chunk to doll up its dining-dancing room. Plans have been completed to knock out the present columns in the center of the Embassy room, which will fold up meanwhile.

Ted Florin's band will take leave of absence within two weeks, and may go into the Coconut Grove of the Los Angeles Ambassador for a short stay.

immy Gri in Texas

This club is going in for class trade. Frothy stuff on tap and in bottles. Show runs 40 minutes in two sections. Eight young girls are in the show, with nice dance routine. Dolito De Soto is a Spanish gal from Cuba and she knows her rumba, this being a standout number. Margie, sings blues for results, her voice unusual, her diction excellent. Carlos Scaringi is a youth who sings tenors and plasses. Mildred Blair is a standout, having a lot of stuff in her acrobatic dance and contortion number.

George Gifford, an oldtimer in variety, brings on the comedy relief, in dance act. Myra Gregg has a gypsy tambourine number. Trepp.

Jimmy Gri's orchestra augmented by Gogo Delys, Harry Foster, Aber Twins, Georgie Tapes, Dario and Diane.

Looks Like Jobbers Excluded from Music Code; Bunch Standards, Pops

Preliminary hearing on the music code in Washington, last week brought a stipulation from Sol Rosenblatt that the final discussion of the document this Thursday (2) will give no consideration to retailer or jobber participation. Ruling the NRA deputy administrator handed down at the end of last Tuesday's (24) meeting binds the standard and popular publishers into a single code and subjects them to the same code authority.

In addition to protest from wholesalers against their being placed outside the music code's pale, other opposition to the document as it now stands is anticipated at Thursday's meeting from the Theodore Presser Co. and the Century Music Co. Former of these two standard publication firms will object to the clause which bars the folio men from selling to schools, glee clubs, choirs, direct at prices lower than those asked from dealers. Presser Co. will contend that a publisher should be permitted to set his own preferential discounts when it comes to dealing with large quantity consumers.

Century Co. will direct against the provisions in the standard code covering the minimum price scales for publications put out by more than one firm. Century outfit will argue that a publisher should be free to sell at any price he deems as long as this level doesn't dip below the actual cost of manufacture.

Wholesalers Will Fi
Wholesalers are preparing to take their case direct to General Hugh Johnson in the event that Rosenblatt at Thursday's hearing again declines to give them recognition under the music code. Rosenblatt's NRA associates since last Tuesday's session have been making a study of the 'Wholesalers' part in the music business and should this inquiry deem them unessential no mention of this faction will be made in the final constitution, unless General Johnson decrees otherwise. Jobbers are demanding that the music code include a clause granting them preferential discounts from publishers. Opposition to this provision argues that in the event such recognition is given the jobber the publisher would be barred from giving syndicate or chain stores similar preferential discounts on quantity buys. This opposition also contends that the jobber does not perform a special service for the publisher as owner of the copyright and for that reason is not deserving of any special recognition.

In a letter addressed last week to all pop publishers, John G. Paine, chairman of the Music Publishers Protective Association's board, urged them if they had any objections to the code as it now stands to appear in Washington at the final hearing. Although the code committee they selected, said the letter, will do everything it can to retain the document's original declarations, the ultimate responsibility for the code passed on in Washington lies with the individual publishers. If they have anything contrary to say it better be said Thursday, the communication stated, because the code as passed on that day will become the law binding the entire industry.

It is figured that the code will be in the hands of President Roosevelt for signature by the end of next week and that it will be in effect by Dec. 1.

Sam Fox Takes U Song

Hollywood, Oct. 30.
First song score out of a picture made of the Fox lot to be published by Sam Fox Music will be that of 'I Like It That Way,' which Universal is making.

Conrad, Goettler and Mitchell are authoring the ditties.

BALTO OPENS UP

Baltimore, Oct. 30.
After lapse of several years name bands are again being brought in for dance dates in scheduled series. C. H. Anthony is behind project, spotting them to town's largest and newest ballroom, Alcazar, on Fridays and Sundays.
Eddie Duchin, Jimmy Johnson and Al Katz composes have shown so far to fair biz.

Radio Agency Ideas On Band Salaries

Some of the major ad agencies still take the attitude that a dance combo should consider the money it derives from a commercial program as so much gravy and that the unit should look for its bread and butter in a cafe or hotel spot. It's an argument that invariably pops up during these advertiser reps' negotiations with a band, and is responsible for the fact that despite the heavy increase of this class of attraction on network commercials the prevailing salaries for combos of less than top-rating are below last season's level.

Other side of the picture, say bandmen who have turned down these propositions, is one that the agency men as a rule decline to face, and that is that the small coin available from 'dine' and dance spots, makes it imperative that organized units turn to radio for the substantial fare.

Strictly Federal Issue, State Judge Informs Plagiarism Plaintiff

Buffalo, Oct. 30.
Even if the infringement allegations have been proved there was nothing the state courts could do about it. Supreme Court Justice Thomas N. Noonan opined in a decision he handed down dismissing a suit brought by Martin Radnor against Harms, Inc.; Chappell Harms, Inc., and Victor Schertzinger. Question of copyright, held Justice Noonan, is something which the Federal courts only may concern themselves.

Radnor complained that the songs, 'My Love Parade' and 'Dear Love,' from the picture 'Love Parade,' were an infringement on his own composition, 'Eyes of Love.' In addition to an injunction restraining the publishers from further distribution of the two tunes, Radnor sought an order from the court directing that he be given an accounting of the sales on 'My Love Parade' and 'Dear Love.'

Chi Tin Pan Niterie

Chicago, Oct. 30.
New niterie in the loop to be tagged 'Tin Pan Alley' opens under Lindy's in the old Coffee Dan spot on Halloween eve. Will go Bowery and hokey with everything from comedy waiters to yodeling bartenders.

Everything and anything for a laugh. Slogan: 'Where a buck looks like a sawbuck.' Ben Jerome writing theme song for joint; walls to be plastered with blow-ups of song sheets.

CORPUS CHRISTI LIVELY

Galveston.
Livest spot in state outside of East Texas or about it is Corpus Christi. A picture house, the Palace, and two new night clubs have just opened. Ligon Smith orchestra at Palace for initial event. Sic Ponton sponsors idle Hour cafe and dancery; Don Albert and orchestra at Palm Grove.
Two other night clubs besides regular dance floors at three resort hotels.

NEW ORCH. CORP.

Detroit, Oct.
National-Orchestra-Corp. is a new band and radio booking combine by Jules Klein and Dave Diamond here. They are, respectively, the maestros at the Royal Peacock and the Dell Robins.
In addition they handle Paul Leash, Bob Nolan, Hy Steed, Ole Poerch, Benny Kyte, Skeeter Palmer, Mon' Watson, Henry Flinn, Paul LaVoie, Bob Chester, Simony Phillips, The Rhinelanders and Gypsy Barons orchestras.

MUSIC NOTES

KNX, Hollywood, has dropped its remote of Curt Houck's band from the Roosevelt each Saturday night. Replaced at 11 to 11:30 p. m. by Jimmie Bittick's combo from the Cafe De Patee.

rank Davis repping M. M. Cole, Chi book an song pub. taking over entire eastern territory.

Hughie Barrett and his orchestra, for the last three years at the Onondaga hotel, Syracuse, have closed there. Winter engagement will be the Fort Des Moines hotel, Des Moines, Ia.

Bettye Lee Taylor, organist at Loew's State, closed Oct. 1, leaving Paul H. Forster at Schine's Beck's the lone console maestro in Syracuse.

Jack Bruce's band, signed by Brian McDonald for his new Tent Club, Pittsburgh nite spot which gets under way this week.

McDonald, former radio singer, got into cate business this summer with a dine-and-dance spot on the outskirts.

Slim Martin takes over his former post as band leader at Pantages, Hollywood, when the house opens Nov. 9.

Joe Eickner's Melody Boys at Dib's Beer Garden, south of Albany, N. Y.

Earl Simpson's orchestra as usual has the Rainbow Gardens at Bessemer, Alabama.

Jack Valentine takes his orchestra into the Statler hotel, Buffalo. It's a third season at the spot.

Liaison Tubby Garon!

Hollywood, Oct. 30.
Fox has established a musical exploitation department at the studio and placed Tubby Garon, veteran song plugger in charge, under supervision of James O'Keefe, department head.

Will be used as liaison between picture production department and Movietone Musical Company.

ARLEN, KOEHLER ON 'DANCE'

Hollywood, Oct. 30.
Harold Arlen and Ted Koehler have been engaged by 20th Cent. to write the music for 'Buck Dance.' Team was brought west by Columbia to compose music on 'Let's Fall in Love'

Inside Stuff—Music

To avoid Billy Hill's getting tangled up in a law suit Shapiro, Bernstein & Co. has undertaken to settle with Campbell-Connelly, British publisher, the claim that the latter firm has brought against the writer. Shapiro, Bernstein, with whom Hill has a long term contract, has submitted to the English music men a proposition whereby in return for the British rights on the score of 'Tm No Angel' (Farmount) C-C agree to give Hill a complete release from a lyric deal he had made with Jimmy Campbell about a year ago.

Campbell claims that this deal gave him first call on any lyrics Hill wrote after the signing of the contract from which the writer got a down payment of \$75. Arrangement between Campbell and Hill became the concern of Shapiro, Bernstein when the British publisher recently laid claim to 'The Last Round Up' as one of the songs that is within the purview of the 19-lyrics contract.

Music men read some significance into the fact that three of the six current best sellers 'Last Round Up,' 'Big Bad Wolf' and 'Love Is the Sweetest Thing,' the latter by Ray Noble, an English orchestra leader, not forgetting 'Lazy Bones,' are by Class C and D writers of the American Society, and that the big league Class A and AA writers are not the fashioners of the current song hits.

A Los Angeles orchestra leader maneuvered a dance director out of a job at a theatre, achieves a new high in cheek. Dance stager has a studio job now and continually gets messages from the musker asking him to put friends of the latter to work.

Dance man is not holding the leader's recommendation against those of the applicants who can qualify.

Arithmetic jugglers on the American Society of Composers, Authors and Publisher board estimate that the advent of repeal will bring at least 50,000 new sources of license income. With each spot taxed an average of \$100 the paper and pencil boys in the society figure that, if the proper check is maintained, that the end of prohibition will mean an additional \$5,000,000 to the ASCAP coffers.

Used to be an axiom that song hits popped up the entire music business just like a Broadway legit click stimulated the rest of the field. This axiom is belied currently by 'Last Roundup' and 'Who's Afraid of the Big Bad Wolf?' which so predominates all music sales that it's tended to kill off the rest of the catalogs.

Picture people whose interest in songs is chiefly from the film angle concede that the Warner-Witmark (or Remick) organizations alone to ordinate to the degree that the songs become effective advance agents for Warner screen-musicals.

'3 Pigs' Smash Prompts Cut-In Offers; Films Save on Writers, Sync Fees

Safe by 5,000 Miles

St. Paul, Oct.
George (Mystic Caverns) Foster read in Vauxier, George Foster has a tender spot for English barmaids, which he has had for years.
After jumping up and down, he discovered squib is under the heading 'London Chatter,' so now he won't have to deluge his missus with posies for a square.

Heavy rush of music picture attention toward film shorts as result of smash takings from the 'Big Bad Wolf' 'Three Little Pigs' developed a new customer for the cut-in thing. Publishers are offering not only to split the shorts producers in on the profits from sheet sales, but to pay the salaries of any songwriters the film men may select to work on their subjects.

As some of the shorts makers are setting up their deals it's a three-cornered soft for them. In addition to collecting a piece on the copy turnover and being relieved of writer expenses the minimum reel producers save for themselves the synchronization fee. Several publishers 'have been approached on this three-way proposition and have turned it down declare they will call on the Music Publishers Protective Association to check the sync angle as shorts are released and in that way bring to light the music men with the special arrangements here.

BEST IN YEARS; DISC ROYALTY IS \$1,500

Although rated the biggest disk seller in three years, 'The Last Round Up' is expected by its copyright owner, Shapiro, Bernstein & Co., to aggregate 100,000 platy sales or net better than \$1,500 in publisher-writer royalties. Victor has made the song four ways, Columbia has recorded it on as many imprints, while Brunswick's side tally comes to five. Included among the bands who have made a stencilled version of the cowboy lament are Rudy Vallee, the Lombardos, George Olsen and Don Bestor.

In the splitting up of the royalties if they come to \$1,500, the publisher will net \$1,000 and Billy Hill, author, the balance.

Sheet sales of the ditty last week passed the 300,000 mark.

BUDDY MORRIS' TRIP

Buddy Morris, head man of Witmark & Remick, leaves for Hollywood around the middle of November to spend a month in the Warner Bros. studios. Will sit in on the score preparation of 'Wonderbar,' 'Broadway and Back' and other screen musicals under way.

Morris made a similar trip last summer. During Morris' absence Walter Clark will be in charge of the two firms' operations.

Band Bus Burns

Logan, Ia., Oct. 30.
Babe Blok and 12 members of his 'Chips' dance orchestra were given a scare and some quick action just outside of the town when their 27-passenger bus suddenly burst into flames. Band is from Houston, Texas.
Boys managed to save belongings and instruments. Bus, however, a complete bust.

Minne's 'Floating Flo,'

She Floats No Mo'
St. Paul, Oct.
Mystic Caverns, since foam returned 'ar and away the class nite spot of this section, now, with the novelty 'worn off,' is threatening to do a fold.

Reformers have hacked away at the club and at 'Floating Flo,' semi-nude fan dancer. Blue-noses shouted in the city council that if Sally Rand deserved that year's plaster she got in Chi, 'Flo' ought to be locked in the house-gow for a decade. Cautious came back with defense that 'Flo' was not unnatural, but only a reflection, since the stunt is a magical illusion originated by Thurston on his recent week here, the fan dance angle was added only as a timely touch.

Connie Ralls, manager, is out after a tiff with Jack Foster, co-owner. Ralls is now at Alcazar safe, class eatery in this burg. Carl Kalman, St. Louis cop and one of the Cavern's minority stockholders, is now managing in place of Ralls.

WERNER BACK AT MICH.

Detroit, Oct. 30.
duard Werner, who left as musical director over a year ago at the Michican returns to that theatre Nov. 11.

Werner left to take over the musical direction of WXYZ. He retains his station connection for a feature program daily.

Reser On Columbi

Harry Reser is back on the Columbia Phonograph lists, after two years' absence from the recording field altogether.

Same catalog has also added Bernie Cunniff, who previously turned out some fine Victor Cunniff last recorded four of them to date on his new contract.

License Commissioner on Indie Booker Clean-Up; Dows' Defense Is Nerret & McCabe Don't Like Jews'

License Commissioner Levine of New York has asked the Corporation Counsel for an opinion on the employment agency regulation requiring vaude bookers to ascertain the solvency of theatres before sending them acts. The Commissioner declares that an affirmative ruling will aid him in his fight against indie bookers who send acts out of town to be stranded or paid off short.

The legal opinion was requested by the Commissioner following last week's hearing on complaints of Dow office.

It is Commissioner Levine's opinion that the statutes compel all bookers to have certified confirmation of theatres' ability to pay off, along with two reliable references, file at all times; without which references a theatre cannot be supplied.

Heard the Rumor

Belle Dow, on the witness stand, advised the Commissioner that she has heard about such a law, but that as far as she knows nobody

it. Her testimony highlighted the hearing on the complaint of Nerret and McCabe, two-man act, that charged they were paid off short at Nate Robbins' Ritz theatre, Syracuse, on a booking through the Dow office. This complaint and those from other acts on the same bill are being pressed by the Theatrical Democratic League.

Mrs. Dow filed the Commissioner by declaring Nerret and McCabe's complaint against the Dow office was due to their prejudice against the Jews. The Commissioner verbally spanked her for that statement. Counter-testimony in the Dow behalf was given by Dyer and Duffy.

Nerret and McCabe, who have been in the business for 26 years, stated the Syracuse booking was arranged for them through the Dows by Mack Brown. The Commissioner asked Belle Dow for the whereabouts of Brown's office.

"His office is in his hat," said Belle. Whereupon the Commissioner ordered a subpoena for Brown for the expressed purpose of determining why anybody so irresponsible as to be without an office have the right to ship actors out of town without assurance that they will be paid.

Commissioner Levine says he's going after the indie booking field in a determined effort to clean it up. Next booker due for a hearing is Abe Feinberg, with another hearing on the Dows also on the calendar.

W & V Reading Vaude

Reading, Pa., Oct. 30.

Floyd Stoker, long identified with vaudeville, will manage the Capitol, large Wilmer & Vincent house here closed for about half a year. It will play vaudeville.

The stage has been enlarged and the orchestra pit relocated to permit larger stage shows. Frank L. Dienderfer will conduct a new orchestra assembled for the house.

Back Bay's Vaude

Boston, Oct. 30.

George Gilles swings vaude into his Uptown Friday (3) Gilles has hired Charlie Hootor and band, formerly Lord's Day (Sunday) feature at Loew's State.

Gilles will use five acts with the band. Booking through Arthur Fisher in New York.

risco Fox, Fri.

San Francisco, Oct. 30.

With inauguration of 10 acts of vaude and first-run feature film, Joe Leo and Henry Goldenburg have sent the Fox into Friday openings instead of Saturday. Last week, with Ted Fiorito's band, was out to six days.

Friday openings mean house has to buck Warfield, Orpheum and Fox El Capitan with stage shows.

BALLROOM'S 10 ACTS

Soloman's Changes Name and Policy

Los Angeles, Oct. 30. Fred Soloman's dance hall reopens this week as 'The Bowerly'. Spot was the first penny dance emporium in L. A. and has carried Soloman's name for 15 years. New policy has a floor show of 10 acts in addition to regular dance periods.

25 ACTS WEEKLY PLAYING FRISCO

San Francisco, Oct. 30.

Twenty-five vaude acts are playing in Frisco every week now. That's more than since pre-talker days, and does not include a dozen or more specialty acts working with bands, nor does it include weekend dates or out-of-town stuff.

Such a plenitude of work is driving the bookers frantic, but no more so than the managers who are apt to find an act from the opposition's last week's bill.

One thing the repeating of acts has done, brought out the ingenuity of managers and bookers. One week they play a tumbling act as Ginsberg's Arabians; two weeks later they put a Spanish shawl on 'em and bill 'em as Gonzalez's Castillans.

But this windfall of local dates is that it still hasn't raised salaries. Used budget for a complete bill around here is \$1,000. That might pay for five and usually does.

Warfield and Orpheum, both booked by Fanchon & Marco, although they are opposition houses, have biggest budget. Each uses three or four acts weekly, in addition to singers, trios, instrumental soloists who work with the Roemer and Wolf stage bands. Also book the Peggy O'Neill-produced stage shows at Fox El Capitan in the Mission district where three acts is the accepted.

RKO Golden Gate plays five turns while Heist stage band uses an average of four specialties.

Bert Levey books 10 acts into the Fox under new policy put in this week; also five into Irving Ackerman's Casino Saturdays and Sundays.

SPLIT MEANS 2 SHOWS

San Francisco, Oct. 30.

Fox-West Coast has its neighborhood El Capitan in a split week policy for this stanza only. Fearing 'Turn Back the Clock' wouldn't hold up, circuit holding it for three, putting in 'Mary Stevens' for remaining four, returning then to regular full.

Split-up means extra work in producing the stage show for Peggy O'Neill and Jay Brower, m.c.

Radi Act in Vaude

The Funnyboners, from the air, through Joe Hoffman, go vaude for a week (3) at the Fox, Philadelphia.

Franklin Demands Carfare

Ousted Albee Manager Says He Has Contract for Job or Fare Back to Cleve.

the departure of whose brother H. B. Franklin from RKO shortly followed by his dismissal from the Albee, Brooklyn, wants a settlement on the contract he says RKO gave him when his brother was the boss. The contract extends until January, 1934, he says, and it guarantees him transportation for himself and family back to Cleveland in the event of his employment terminating before then. He was notified last week, so he wants that carfare or else.

While managing only one theatre, the Albee, Franklin officially held the title of division manager. He was also the only RKO theatre employee with a contract, and with a contract guaranteeing no interference from above with his management. When Division Manager McDonald stepped in last week, bringing with him Manager Harry Weiss, on top of Franklin getting

F&M's Circuit Idea as Direct Move For Development of Stage Policies

\$600 Bill, \$50,000 Drop

Los Angeles, Oct. 30.

Los Angeles, L. A., recently taken back by William Fox, has added 10 acts of vaude to its straight pictures, retelling both for 25c top. Stage budget for the 10 acts weekly is \$600.

When the \$600 stage show ends, down comes a \$50,000 hand embroidered house cur-

First concerted move towards recreating the stage talent ranks and the development of the vaude and stage show fields in over two years is coming by way of Fanchon & Marco.

F. & M. plans to start a new 'A' circuit devoted to vaude and stage shows with a guaranteed playing time. This new circuit will be known as F. & M. Theatres, Inc. Marco may head the new unit with Harry Arthur as the operating head. Will include Jack Partington and Louis Cohen, Cohen will be in charge of the realty end.

The circuit when set will comprise theatres which F. & M. will operate directly or through partnerships. It will be independent of all other Fanchon & Marco companies or subsidize (although affiliated by name) and strictly a theatre operating company.

Chain Connections

Certain of the partnerships and locations may be chain affiliated. Some situations this way are under F. & M. control already. Others are to be sought in cities and towns which are not in competition to existing chains.

Included in this category are those spots which F. & M. already is operating, in Los Angeles, San Francisco, Denver, Salt Lake, St. Louis and New York. Additional houses are under consideration in San Diego, Oakland, Portland, Seattle and other spots.

Detroit Downtown and Fox Revise Policies Under Pooling Set-Up

RKO is taking the stage shows out of its Downtown, Detroit, and shifting them to Fox under the pooling and operating arrangement between the two houses there. Downtown's straight pictures.

Detroit situation will about a change for the Fox also. This house, now playing a moderate priced presentation policy, will switch to the name shows and percentage units which the Downtown has been using.

Change takes place Nov. 1, with the Fox getting the Carroll 'Varieties' tab that week. All Fox shows, set independently up to now, will be booked through the RKO office in New York.

Franklin on His Own

Ottawa, Oct. 30.

Joe Franklin, of Ottawa, former general manager of RKO theatre in Canada, is building a theatre circuit of his own.

With three theatres already under his wing, Franklin is building a fourth at Dartmouth, N. S., to seat 1,000. This will be known as the 'Dundas.' Franklin's Trans-Lux plans for Canada are in abeyance for the present.

McCooney's Son Agenting

Everett McCooney, youngest son of John H. McCooney, Democratic leader of Brooklyn, is going into the agency business in New York. Associated with him will be Ralph Lane and George Morrison. Latter is Charlie Morrison's brother. Office will handle night clubs mostly.

MORTON, PARKS RE-TEAM

Martha Morton and Eddie Parks are resuming their vaude partnership, dissolved last year.

Miss Morton's marriage and retirement split the acts.

Single Films and Vaude Top Duels in Ottawa

Ottawa, Oct. 30.

Two stages are now in use in the Canadian capital. Road companies (course Famous Players' houses in Eastern Canada are being booked into the Capitol for three days.

The Rideau theatre is presenting vaudeville in conjunction with films, the screen program having been cut from two to one feature for the addition of vaude acts. Increased business has resulted.

Shea Switches Vaude Great Lakes to Hipp.

Buffalo, Oct. 30.

Vaudeville was switched from Shea's Great Lakes to Shea's Hipp Saturday, with the Lakes again becoming a run house for features. The Hipp played vaudeville for 10 years until a switch to features in the Century Palace took place two years ago. The Lakes has a larger seating capacity and will open its new policy with Mae West's 'I'm No Angel,' following with 'Footlight Parade.'

At the same time house managers were changed, Edward Murphy going to the Hipp from the Lakes and John Carr to the Lakes from the Hipp.

ABA Revision

Actors' Betterment Association, to conform with requirements of its newly acquired A. F. of L. charter, will adopt a new set of by-laws and elect a new slate of officers this week. By-laws' passage and setting of a date for the election take place at a board of governors' meeting tonight (Tuesday).

No change of name is contemplated by the actors' organization, but a minor-change will drop Inc. from the full title.

TRACY SUBS FOR MORGAN

Arthur Tracy stepped into Helen Morgan's spot on the current Loew's State, New York, bill when the piano sifter withdrew after opening day (Friday), due to her voice trouble.

Miss Morgan finished out the opening day.

Ibbs in Auto Mishap

Lincoln, Oct. 30.

Four Ibbs sisters of Minneapolis, making a jump from here to Los Angeles by motor, barely escaped serious injury when their automobile was ditched.

All were severely cut about the hands and face.

Cash and Carry Date

Two-act last week grabbed a date, which it needed very badly, about 100 miles out of New York. They didn't have the means to get there and the one act on the bill owning a car didn't have room. But they played the date. They hitch-hiked.

Stanley Gets \$28,000 With A&A, but Goes Straight Pix Anyway

Although Amos 'n' Andy hung up a new house record in their final stage show last week, Warners' Stanley, Philadelphia, went straight pix regardless. House was hurting WB's Earle too much, besides not doing well enough for itself on an average. Earle keeps its vaude. Amos 'n' Andy grossed \$28,000, breaking Barbara Stanwyck's previous high of three weeks ago, just under \$22,000.

Shea Shifts Vaude Into Hipp from Gt. Lakes

Buffalo, Oct. 30.

Believing the Hipp to be better suited to a regular vaudeville policy, Mike Shea, Saturday (28), moved vaude over from the Great Lakes which a couple of months ago, on reopening, brought a combination policy back to this key.

Great Lakes will be used for strongest first run product, shared with the Buffalo, the deluxe house in the Shea string.

Scattered Stage Show

Dates in N. Carolina

Charlotte, N. C., Oct.

The vaudeville crowd is bombarding North Carolina picture houses and getting some good bookings.

All Baba and his 'Ghost Show' have dates at Charlotte and High Point, giving midnight shows featuring a seance.

Irving Lewis Scandals played the State, Winston-Salem. 'Flashes of 1933,' with the Sullivan sisters, played the Colonial at Winston-Salem.

Solite Childe and 'Moulin Rouge Night Club Revue,' with Bart Cahill, played Greensboro and Raleigh last week.

The Globe Trotters preceded them in both Greensboro and Raleigh.

Don Laning and his 'Silver Slipper Revue' will be in this state for a second Sunday midnight show at the Carolina, Charlotte.

'Scandal,' with negro talent, played a midnight show at Winston-Salem.

Jack Ferdie and his 'Happy Daze,' musical show, with Sid White as master of ceremonies and the Kretlow Cocktail girls, have two days at Winston-Salem.

'De Glory Road,' musical, played a return at Goldsboro.

Fred Richards and his company of Blue Ridge mountain harmony singers and musicians have some booking in the state.

RUBIN BOWS OUT

San Francisco, Oct. 30.

Benny Rubin has bowed out of the Oakland dine and dance emporium bearing his name, leaving the owner-angel to run it alone.

Rubin, sticking around here, though, for his Monday night hour on Don Lee-CBS network for Shell Oil.

Piccoli's Two Stanzas

Los Angeles, Oct. 30.

'Piccoli' unharmonized, which close at the UA Nov. 6, will go to San Francisco for a week at the Warfield Nov. 10 and at the Fox, Oakland, the following stanza.

Troupe draws \$3,500 per.

TAGS FOR ALL N. Y. AGENTS

Chi IATSE Establishes Eatery; Feeds Lay-Off Stagehands Free

Chicago, Oct. 30. New charity in show business has been instituted here by George Brown, helmsman of the IATSE stagehands. He has opened the IATSE restaurant, where any unemployed stagehand can eat three meals daily without paying a cent and without any embarrassment.

For each meal paid for by employed stagehands one and one-half meals are served free to lay-offs. Yet the layoff end working men can sit at the same table in the restaurant and no one will know which one is getting the free meal.

1,500 Reli

In three weeks since opening restaurant has served 1,500 free feeds. Only one knowing who is getting free chow is George Brown, who passes out meal tickets to the entire organization. He alone knows which meal tickets are paid for and which are not.

Meals at the restaurant cost only 35c. for the entire layout. Yet the restaurant is self-supporting.

Brown is now arranging with the street car company to supply trolley tickets to the lay-offs so that those who live far from the restaurant at 308 West Randolph, who pass out meal tickets to the same organization. He alone knows which meal tickets are paid for and which are not.

Place serves no beer or booze. Again because of the embarrassment angle, so as not to force any layoff to admit that he can't afford to set 'em up for the rest of the boys. For same reason there is no tipping, with the meals the same for everybody. Nobody can get a fancier dish than the guy at the next table.

As long as a stagehand is on the idle list he can secure this free service, which if he wishes, will be clocked up as a loan.

ANOTHER DRIVE-IN THEATRE REVEALED

Charlotte, N. C., Oct. 30. Carolina Pines, amusement center, is offering Sunday afternoon musicals on the stage of the Drive-In Theatre there. Quintette from the North Carolina Symphony, Rosa Powell, contralto, and Clara Lang, soprano, among those used.

No admission is charged and in case of rain or too chilly weather the concerts are moved into Carlin Hall.

A drive-in theatre was reported in last week's 'VARIETY' from Camden, N. J.

A Record

Seattle, Oct. 30. Taking 12 people on the road in a locally produced stage unit, and playing all the way from Spokane to Chicago, from June 28 until middle of October, with loss of only eight days' time, is some kind of a record. This was established by 'Capers of 1933', produced and managed by George Barclay.

Show consisted of six line girls, specialty dancer, singer, comedian and cyle act. Timed at 30 minutes. Dates played in six houses. Probably the first time a Seattle produced unit got beyond Salt Lake on trek east. And it came home, too.

Fan Makes Line Girl

A Holdover Feature

Birmingham, Oct. 30. Last few weeks independent vaude units knocking about over the South have been exploiting fan dancer Show takes a girl from the line, gives her a set of fans and presto, a fan dancer.

At Nashville last week girl was held over for second week. Another was appearing at Memphis and Jefferson here plans a similar act this week.

Nucleus of a Unit

Lincoln, Oct. 30.

Charlie Lazler (Lazier & Worth) is going to have pictures taken of his automobile and trailer soon. Says he's been approached by about 12 producers in as many weeks who say they want to build a unit around his act. They all have letters showing how much time they have. Then, when talk begins about the form of the show, the producer suddenly says:

"By the way, how many people did you say you could have in your car and trailer? a lot of room in your trailer?"

Free Food Offer For Hungry Acts, But Nobody Shows

Baltimore, Oct. 30.

It all started about a year and a half ago when William Mechanic was conducting his downtown eatery, the New Lexington, focal point for sporting and theatrical elite. He got wind of all the needy actors pounding pavements 'tween Skowhegan and Seattle and decided he'd do his bit toward easing any stopover they might chance to make in Baltimore.

Fourth he announced that any hungry artist would be fed and not embarrassed who stepped into his restaurant, and flashed an Equity or N. V. A. card. His pals talked it up for a couple of days the news had spread, getting newspaper space and serving as fodder for columnistic comments. But no one drifted into the bearnery seeking succor.

Six months, and still no hungry actor. "Technic looking to another field, opened the Hi-Hat Club, class niter, and announced the same worthy cause was still a standing consideration. That has been a year ago, and up to now not even a remnant of a midgelet act has floated in to test the offer.

The local crack that it's all a reflection on the hash that Mechanic dishes, but Billy avers it's just poor taste on the part of the profesh-

WHEELER-WOOLSEY SET FOR ROADSHOW TREK

Hollywood, Oct. 30.

Bert Wheeler and Bob Woolsey are planning a roadshow to start trekking after they finish 'Hips, Hips Hooray' at Radio.

Negotiating for a Coast opening with the idea of the show hitting east for a Broadway run.

Thelma Todd and Dorothy Lee are lined up for the musical.

Bowes Subs for Roxy

At NVA Benefit in Met.

Major Edgar Bowes will take chair at the NVA benefit show at the Metropolitan Opera House, New York, Nov. 12.

S. L. Rothafel (Roxy), who has handled the bill for the past several years, said he couldn't handle this year's on the date set, but could if the NVA would postpone the show till Christmas.

Downey Heading Unit

Morton Downey is going out in a stage unit under his own management upon completing his current \$3,500 picture house weeks for Loew.

MacKlin Megley will stage the unit, which will carry the title of 'Melody and Madness.' Rehearsals start next week, with no cast yet. Budget calls for about 40 people with Downey.

WOULD LICENSE ALL BUT STENOS

N. Y. C. Officials Sponsoring State Bill in Next Legislature—ABA Starts Agitation—Licenses and Maybe Bonds for All Booking Office Associates and Agency Employees

NO 'PERSONAL' REP

A bill for the licensing of all agents, associates, and booking office employees, directly involved in the booking and hiring of theatrical talent will be introduced in the next New York State Legislature.

Its passage will require the licensing and possibly the bonding of practically all booking office and agency people, except office boys and stenographers, in New York.

Obviously the measure as it is being prepared is aimed to eradicate some of the sly and petty larceny practices prevailing in the vaudeville booking field; but actually it would embrace everybody connected with all bookings, either on commission or salary, and require them to conduct their business according to rules.

Preparation of the bill is in the hands of the New York License Commissioner and the Corporation Counsel. Agitation for the general licensing was started by the Actors' Betterment Association and form there passed on to an official basis.

Aimed at Personal Rep.

Two figures whose status would change if the bill passes are the so-called 'personal representatives' and associate bookers who operate under booking licenses held by their employers. By classing themselves as personal reps, practically all such intermediaries (agents) avoided the licensing required of artist reps who work on a commission basis by a law passed almost 20 years ago largely through the efforts of the White Rate and the Actors' Union.

The only licenses now generally held are those covering the booking offices, which are classed by law as employment bureaus and the direct employers of talent for theatres, etc. The fee for this license in New York is \$25 a year and the ticket is held in the name of the booking office (Continued on page 49)

Loew Turns Vaud-Minded on W&V Stands, Takes Booking from Morris, Goes to Mat with Baltimore Indie

Not 4 Hawaiians

Los Angeles, Oct. 30. Barcelonans, tumbling turn, opened at the Orph.

Day later, one was out with ptomaine poisoning.

Next stanza a second Barcelonan was out with sprained back.

Four Barcelonans finished the trick.—From 'Daily Variety,' Hollywood.

I-ACT STOCK AT FILM HOUSE

Detroit, Oct. 30.

George Tren is starting a stock company to play vaude skits in connection with the pictures at the Fisher, Nov. 11.

Company will be called the Jewell Players and will do a 30-minute one act play. No orchestra will be used.

ANEMICS TO LEAN ON NOW-AND-THEN VAUD

Rochester, Oct. 30.

Loew's Rochester opens policy of occasional stage shows Nov. 3 with 'George White's Scandals.' Big films will be spotted when vaude is not provided.

The Rochester has been doing well of late with its pictures and figures the stage shows as support for the weak ones as well as competing with the RKO Palace.

'Sept. Morn' Tab

Hollywood, Oct. 30.

Ed. W. Rowland, who produced the musical comedy, 'September Morn' at the LaSalle, Chicago, is preparing a tab edition for pic houses.

Negotiating with Sally Rand for the lead.

NVA Committee Giving Way to New San Regime to Avoid Drastic Reform

A meeting will be held in New York late in November for settlement of matters between the NVA Saranac Lake sanatorium and the state authorities.

Dr. David Parks of the New York State Department of Social Welfare, Dr. Edgar Mayer, of the san, and the NVA governing committee consisting of Henry Chesterfield and William Lee, will attend.

Until then the conduct of the san and supervision over the patients will continue on the changed basis inaugurated after the filing of Dr. Parks' report to the state authorities. The state legislator recommended the demotion of Mrs. Katherine Murphy to the role of housekeeper and transfer of supervisory powers to a medical head.

While the temporarily changed routine now in effect does not meet with Dr. Parks' recommendations entirely, they conform to his wishes to a large extent. While Mrs. Murphy retains the title of superintendent, more authority over the patients has been given to Dr. Mayer and the medical staff under him.

Two daily visits from the medical staff are now required for all pa-

tients, one from Dr. Mayer personally, and another from Dr. Wilson or another of Mayer's associates. In this way the medical end, along with closer contact with the patients, is transferred completely to the medical staff and eliminated from Mrs. Murphy's duties. In the past, Mrs. Murphy had considerable to say over the medical phase as well as general conduct of the patients.

The making of rules as to leaves of absence and liberties for the patients, also in Mrs. Murphy's hands formerly, has been turned over to the medical staff as well. Mrs. Murphy's authority now is confined to enforcement of rules laid down by the doctors. Consent to a leave for any patient now must be given by Dr. Mayer or another physician. Mrs. Murphy is to see only that the patient returns at the time set by the doctor.

At the meeting next month, from accounts, the NVA committee (Lee and Chesterfield) will seek to make the new temporary routine a permanent one in compromise with the more drastic recommendations of Dr. Parks.

Loew is grabbing the split weeks in Norfolk, Richmond, Harrisburg, Allentown and Reading away from William Morris (Laurence Goldie), indie office, and presenting them to its own booking office. These, together with another full-week stand in Baltimore and a half week in Brooklyn (Bay Ridge) will increase Loew's stage playing time by four weeks, giving that office a total 17½.

The five towns transferring from Morris to Loew are 50% owned and operated by Loew and Wilmer & Vincent. All had been out of vaude for a year or more, but restored the shows last week (23). Vaude return was the idea of the W&V half of the partnership, with Loew reported taking a disinterested stand, hence the making of an independent booking connection by W&V.

3-Way Balto Row

In Baltimore the second Loew stand will be the Warner-owned Stanley, which Loew operates under its Balto pooling agreement with WB's. House hasn't played vaude for five or six years. Its return complicates the downtown Balto situation: considerably, making the stage show battle there a threesome, with two of the contestants (other is the Century) on the Loew side. Opposish is the indie Hippodrome, which has been playing heavy music shows for more than a year and waging one of the most successful battles carried on anywhere by an indie against a circuit house.

At one time the Hipp was blacklisted by the Loew booking office on notice to the agents that acts playing there would not be considered for bookings anywhere on the Loew time. After a couple of months this was rescinded. The intimated intention now is to handle the opposish angle in another manner. Both its Balto houses will concentrate on names, with the indie left in the middle. When it goes vaude Nov. 10 the 3,400-seat Stanley will have Ted Lewis as its first stage attraction, with the Century playing the 'Student Prince' tab the same week. The problem for the Hipp in this contest with this double-barreled opposish.

Bay Ridge is one of several formerly regular Loew neighb vaude houses in New York that have been on the verge of returning to stage policy since the start of the season. It starts Nov. 3 with its old five-act split week policy, with the Loewwood other Loew neighbors will follow. A number of them underwent a backstage and dressing room overhaul last summer in case of a vaude comeback.

Loew takes over the bookings in Richmond and Norfolk this week and next week the three W&V towns next week (26).

Loew booking office is asking acts to accept their 'New York salary' for Richmond and Norfolk temporarily, stating the cut may help the houses to 'get on their feet.' means about 25% less than the regular road salaries on an average.

Mae West's Sister Cast

In All-Girl Road Show

Beverly West, sister of Mae, is being added to the Irving Yates all-girl show which goes out as a road unit. The relationship won't be kept a secret in the billing.

In recent years Beverly West has been mostly inactive, spending most of a winter term in vaudeville back in 1918.

SALE FOR GRAUMAN

Los Angeles, Oct. 30.

Leo Morrison has spotted Chlo Sale into Grauman's United Artists, commencing Wednesday (31). It is Sale's first appearance on the stage in Los Angeles in seven years.

NEW ACTS

LEE, PORT and MILES

Comedy, Dance
17 Mins.; One
Academy, N. Y.

The first mistake this act makes, as indicated when caught here Saturday afternoon, is to try to do a whole show itself, or close to it. Considering what the trio shows in the way of comedy and dancing, most of it complementary to clowning, 17 minutes' running time is twice too much. It used to be Lee, Port and Dotty.

Trio includes a team of lads in sailor togs and a girl who serves as some clownery and wisecracking until given an opportunity at close to try an acrobatic specialty. The number is well and smoothly done but comes a little late in the shape of an encore after the act has been on long enough to begin to get tiresome.

One of the boys displays pretty good ability as a dancer and in some respects is laugh-worthy on comedy, but act as stands contains so much chaff its good points are virtually buried.

Spotted-No. Char.

CHARLOTTE ARREN and JOHNNY BRODERICK

Week Oct. 20
KEITH'S, Dayton, O.

Week Oct.
RKO PALACE, Columbus, O.

THANK TO OUR PILOTS
Miles Ingalls and Mark Luddy

COOPER and PICKERT (8)

Flash
17 Mins.; Full (Special)
G. O. H., N. Y.

Has the makings of a better dance flash, but even in its present condition possesses enough entertainment value to pass requirements for much better dating than this.

In the male member of the team heading the act there exists some real ability, as brought out by two specialties, one a fine impression of Will Mahoney, the other a difficult number on stilts. His girl partner does nicely in an acrobatic specialty, while backing the twain is a line of six girls who top what's usually found in flashes.

Four of the girls step out for a dance in masculine full dress, making a good impression. Char.

GARDI and MACSON

Bicycle Novelty

8 Mins.; Full

G. O. H., N. Y.

More properly belongs to outdoor field than vaude, will do in latter only in the smaller, unimportant stands.

Girl balancing herself on a bike atop a mechanism and again on a structure attached to a motorcycle in motion on a treadmill figure. None of it very exciting, but a near-slip by the girl early in the act looked legit. Char.

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50 VAUDEVILLE PLAYS

Only tried and proven material

FARCE—COMEDY—DRAMA

Send scrip with royalty quotations

JAMES JEWELL

Fisher Theatre, Detroit, Mich.

ROSITA and RAMON

With Eduardo Bianco Orch. (20)
24 Mins.; Full
Palace, N. Y.

Rosita and Ramon, class ballroom dancers saw the Bianco band abroad where they maintained a top rep in continental capitals, and determined to bring them to this country as a background for their own recognition specialty. Combination works out extremely well, giving picturesque background and engaging musical accompaniment.

Orchestra is made up of 14 men in gauchico dress and horsemen's boots, with the leader in tails and playing the violin when not batoning. No brasses in the arrangement and only two accordions to represent the reeds. Rest are violins, guitars, piano and drums, with a bass viol for punctuation via claud strings. Music is not and seductive and perfect in tone and modulation for the dance pair.

Arrangements run to the rumba technique which the active musician handle with insinuating subtlety for gap filling between the specialty bits. Main dance pair do two formal ballroom numbers with strong tango, spirited young pair in a spirited bit of like stepping for the finale, applause getters on all three occasions.

To round out the organization into a revue form, there is a Spanish soprano, Angella Loyo, personable brunet girl and another team of Castilian stepsisters in Sarita and Julio Tiano, spirited young pair. Idea is capable of expansion into presentation form and ought to be a natural for picture houses, vaude field for units of this scope being limited just now. Rush.

BERTRAND RAWLI

LAWRENCE

Comedy Skit

15 Mins.; Two (Special)

G. O. H., N. Y.

Two women and a man attempt to sell themselves with a skit, the comedy content of which is not strong nor the singing numbers well enough done to merit more than passing notice. Patterned strictly for the smallest time.

A snake in the flesh is used as buildup for one comedy bit, but it more or less fizzles after promising to bring about a funny situation. This in connection with a rehearsal in which the man's supposed to use a snake but doesn't have any idea it's one that lives and bites as well.

Talk at the opening gets a few giggles, but hardly more, as man and one of the women engage in crossfire on misinterpretation of words. Trio works ahead of a drop of a small railroad depar.

Songs include the inevitable 'Lazy Bones' for the finish. Char.

AMES and ARNO

Comedy

10 Mins.; Two (Special)

Orpheum, N. Y.

Knockabout comedy novelty suiting for the best bit and get out to closing calibre for here or better, though exigencies of the lineup on this engagement made it advisable to spot Ames and Arno third instead of fourth on the five-acter.

Girl shoulders most of the comedy and the bruises, falling with a breakaway piano stool, running into her violin playing partner and, on dance doubles, taking it on the chin heavy. She's a comedienne with a real sense of humor and at times very funny. Over excellently here Saturday afternoon. Char.

BRUCE JOHNSON FOUR

Music

Seven Mins.

Roxy, N. Y.

Four colored boys who make a lot of noise, but no music. Frame-up is piano, guitar, harmonica and washboard and cymbals. Two of the boys take turns yelling into the mike. An unnecessary precaution, but they like the showoff angle.

One boy has a falsetto which is breaking down his natural voice and will have him stranded presently. Practically no musical results, but they tear around and fool an easy audience nicely. Not for better houses in its present shape. Chic.

ALLAN and THELMA

Comedy, Violin

11 Mins.; One

G. O. H., N. Y.

Mixed team playing violins. One member, also playing the cello, makes a valiant attempt at comedy without going very far.

There is some violin and cello playing legit, together with a vocal solo by the girl, 'Dinah.' The singing can be forgotten.

Some talk to bolster the comicallities of the man, whose appearance aids in getting laughs, might be of value to the turn on a graduation try. Char.

JUNE McCLOY MUST PAY

Taps, Broadway agent, has been awarded a \$1,623 default judgment for commission against June McCloy, vaude songstress, now said to be on the Coast in pictures.

Julius Kendler repped Taps. Miss McCloy defended the suit but failed to appear at the trial.

Inside Stuff-Vaude

Herb Williams is taking singing lessons, whether he wants to or not. Seems some guy noticed his voice was husky and told him he didn't know how to use his voice, guaranteeing to correct the condition—at a fee.

The advisor went to work and started Williams chirping 'ml, ml, ml.' It was then that the comic realized he was taking singing lessons. Figures he cannot do anything about it, the teacher being a fellow club member.

Fearing her appearance might hurt the picture rather than help the gross, Far is willing to pay \$1,500 to Almee MacPherson in lieu of playing her at the Chicago, Chicago, where she was to have appeared this week. The salary under the contract was \$5,000, but while there may have been a technical out for Far as a result of a clause allegedly broken by the evangelist in appearing at a church within 50 miles of Chicago, Far did not force this point.

When walking out of the Amalgamated Broadcasting System picture last week, Ed Wynn gave as one reason the vaude booking by George Godfrey who heads the radio project's artist bureau. Wynn particularly resented Godfrey's use of 'Ed Wynn Vaudeville' as billing for the shows. That Ed Wynn stuff has been used fluently in the booking as well as the billing, although audiences and Wynn saw only the billing.

Lou Holtz is m.c'ing the Edgar Allen Sunday night variety concerts at the Winter Garden, New York, for \$750 per. He's in on a week to week basis.

The Greatest Novelty Of All



PAUL REMOS

And TOY BOYS

Radio City Music Hall, N. Y.

(This Week, Oct. 26)

Thanks to "Roxy" and Leon Leonidoff

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General Executive Offices

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ANDRÉ RENAUD



And His Two Pianos

The International Pianist

Feature of Earl Carroll's
"Vanities." Screened in
Metro - Goldwyn-Mayer's
"The Cat and the Fiddle"
(soon to be released).

AT THE
PALACE
NEW YORK
Last Week, Oct. 20

"Variety" id: "Renaud
puts act over strong, with
plenty of personality."

Reprinted from
"Variety," Oct. 24

Andre Renaud (New Acts)
on second. Looks like an
importation, probably
from France, but worth
bringing over. Renaud is
a pianist playing two
pianos at once, a hand at
each, but saving a Liszt
Rhapsody legit for the
closer that really puts him
over strong. Friday night's
audience found the act
more than a sulter. Char.

Direction
PHIL OFFIN
SIMON AGENCY
Palace Theatre Buildi
New York

FRED SANBORN

Discovered in Paris

WHOOPS-S-S-S

THE ORIGINAL
PANSY Wonder
Horse

Including "PANSY JR."
Old Roxy, New York, This Week (Oct. 27)
Direction AL GROSSMAN

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15 YEARS AGO

(from VARIETY and Clipper)

Chicago lks lodging and feeding brothers who were hung up by houses closed on account of the flu epidemic.

Jessie Bonstelle succeeded John Cromwell as stage for W. A. Rady. Cromwell had gone into the army.

Gertrude Hoffman was doing a single. Only one on the stage, but she trouped 26 people, including 11 musicians, stagehands, etc. Got \$2,250.

A. Paul Keith succumbed to the influenza. No immediate family and his estate went largely to E. F. Albee and the Catholic church. Some bequests to Keith managers.

Barnum & Bailey closed in Houston and entrained for winter quarters. In many towns they were not permitted to leave the cars at stops because of the flu scare.

Stage crew of 'Come Out of the Kitchen' became alarmed at the epidemic precautions and quit the show to return to New York. It was only 12 hours later when the troupe was ordered back. Meanwhile grips had quit, so they paid their own fares from New Orleans.

Silent version of 'Little Women' was given its N. Y. premiere at the Strand. Not the hoped-for clean-up.

Paramount was trying out the scheme of placing a writer with each production unit. Wrote the continuity and then struck by the director until it was in the can.

Bennie Ziedman had the flu and Doug Fairbanks gave a blood transfusion. In Chicago.

Film players were turning to stock engagements because engagements were slack on the coast. Mostly second stringers and below.

Musicians agreed to give three free rehearsals before a show opened instead of two, as previously. But if show didn't last four (Continued on page 57)

50 YEARS AGO

(From 'Clipper')

Denman Thompson was starring again in 'Joshua Whitcomb,' the predecessor of 'Old Homestead.'

Anna Dickinson's manager left her stranded in Detroit while he went east with the cast. She played masculine characters and not very well, but her 'Hamlet' was good clean fun.

Seven circuses still out the last week in Oct. Mostly in the south.

'Clipper' changed its layout, with correspondence segregated by states. Also added a route list; the first.

Metropolitan opera house was opened Oct. 22. Opening bill was 'Faust,' with Nilsson, Campanini, Scacchi, Del Fuente and Novara. Some criticism of the decorations as being too subdued. No flash. Col. Mapleson was at the Academy of Music and had enjoined several artists and William Parry, stage manager, from joining the Met.

Tony Pastor was back for his New York season. May and Flo Irwin were still there, but Lillian Russell was now a comic opera star. He booked specialties by the week. (Continued on page 57)

Inside Stuff—Pictures

Secrecy in previewing Marx Brothers' 'Duck Soup' has been carried to the limit by the quartet in making sure no one from the studios would get a load of their pic. Thrice previewed, the film has been loaded in a car and taken to a designated spot. Those interested have been picked up at various locations in Hollywood.

Cars would proceed to where the film-car was waiting, and from that point all would go to the theatre with only Groucho knowing in which house the pic would be displayed. Only Hollywood preview was at the Westwood, where the previewers walked in with a pic unannounced and asked to have it run. Other showings were at Compton and San Diego.

Although Norman Krasma was borrowed from Metro by 'Duck Soup' for a week, he did not add anything to 'Duck Soup,' for which he was brought over. Following several previews, studio execs thought picture needed more material but never got around to telling Krasma what they wanted. Picture has since been trimmed by 45 mins. and situations switched all around. Kaimar and Ruby who did the story, also worked on the re-editing.

Great deal of feeling has sprung up between the Metro-Goldwyn office and Balaban & Katz in Chicago over the de-luxe run of 'Dinner at Eight' which opened at the legit Apollo at \$150 a two-a-day. It is known that B&K offered Metro the United Artists, McVickers or Oriental on almost any basis for this picture. But Metro insisted on having a two-a-day showing.

Recalled that B. & K. quite a few years ago ran institutional copy in all dailies here against \$2 pictures, telling the people that if they would wait they could see them at the B. & K. houses at popular prices. Quite noticeable the way the newspapers slighted the 'Dinner at Eight' picture outside of the Hearst dailies.

Opening up of dark theatres, putting on free picture shows, cutting out all of the speeches and just letting a 600-ft. trailer do the actual campaigning may usher in a brand new method of electioneering. It's Charlie Pettijohn's idea. He's trying it out in Harrison, N. Y., all during the current week and Jack Allicote is the victim.

The 'Film Daily' publisher wants to be one of the village's aldermen. He's put his case in Pettijohn's hands in a locality where the Republican majority runs over 700 votes. Plus the free features, which are being donated by major companies, Allicote has been assured by his manager there'll be plenty of personal appearances by whoever happens to be in from the coast during the campaign.

Par does not intend throwing Publix-Great States into a partnership but may include it for a management deal, either by itself or in conjunction with a proposed operating arrangement for B. & K. with Barney Balaban and associates.

In that event J. J. Rubens would be expected to figure. Though Great States is tied into the B&K circuit and is owned 100% by B&K, Rubens has been and continues as its operator. Rubens was in New York last week but while reported he would discuss possible partnership or management over Great States, on this trip it was merely for film deals.

Binnie (Billie) Barnes, who plays Kathryn Howard in 'Henry VIII,' is due over here on a film contract. It will be Miss Barnes' second coast jaunt. She was out there a year or two ago for a major studio but became lost in the shuffle. Her performance, and the photography, in 'Henry' is responsible for the suddenly revived interest.

The 'Billie' is understood a throwback to Miss Barnes' vaudeville days in England, she having appeared over there with Tex McLeod. Binnie became effective when she went legit.

German film trade papers jumped heartily on that code thing for films. They have been following developments carefully and when announced that General Johnson, or Rosenblatt, or somebody, was against payment of high salaries to stars, it became the big headline of the week in Berlin. Papers gave Pres. Roosevelt credit for the idea, pointing out that even America is getting tired of paying salaries that are too high to film stars, thereby following Germany's example where, under Hitler's rule, salaries of stars were lowered.

Screen-credit wrangle which has been going on over 'King For a Night' is liable to precipitate a controversy over the title.

Latter was first used in a vaude sketch done by Conroy and Le Maire and was written by Conroy and Harry Hayward. In 1910 sketch and title were sold to Walter Percival, who played it throughout the country and in England until 1915. Percival holds he has rights to the title through copyright and registration in Washington.

Katharine Hepburn is now rated topnotch for fan magazine covers. Fan mags long ago discovered that certain femme stars were newsstand ads to star in. Greta Garbo in particular was long considered ace for the front. Only difficulty is that the mags want to have the attention-grabbing star exclusively for the week or month of publication.

Male stars seldom are given the color front by the fans' sheets. Oddly enough, although the bulk of their circulation is among young women and girls, male pictures have been found n.s.g. by the blurb journals.

Current vogue in film stories is for lady spy plots. Currently 'Madame Spy' is in work at Universal. Constance Bennett's last for Radio was 'Without Glory' and Marion Davies' next will be 'Operator 15,' Civil War espionage tale. Fox is releasing a British picture, 'I Was a Spy,' in December. Upholding the male fortification plan-stealers is Leslie Howard, who will do 'British Agent' for Warners.

'Preferred List,' Radio's short, based on Ferdinand Pecora's finance investigation, has been taken off the RKO release list. Execs say that the reason is that 'due to the unsettled condition of the country the company does not want to embarrass anyone at this time.'

Pecora is running for district attorney of N. Y. on the McKee ticket, and RKO has ducked pic to avoid political entanglements.

Greatest variance in grosses for an opening day that the Paramount, San Francisco, has experienced was in the past two weeks. First stanza, 'The Way to Love,' Chevalier picture, did \$1,100 on its opening day. Next week Mae West in 'I'm No Angel,' 1th the house open 20 hours, did \$3,300.

Ramon Novarro is going into the stage end of the biz in England next summer. It's going to be all Novarro. Besides writing the play he also will direct, star, produce and finance it. Proposed play is called 'It's Another Story.'

Delayed production on Universal's 'Counsellor at Law' set the studio back \$20,000 on its deal with John Barrymore. Actor went into the picture for two weeks at \$50,000, plus \$5,000 a day over the original period. Services of the actor were required for eight and two-thirds extra days.

Will Rogers closed the Hollywood Writers' Club dinner tendered in honor of Emil Ludwig, Jack Warner and Edward G. Robinson, and stole it.

Dinner was third in a line of successful tributes to those whom the writers think have done something worthy of note.

Inside Stuff—Legit

Clare Kummer has been writing plays for 21 years, but for the past seven years Broadway has heard little about her. Miss Kummer's 'Her Master's Voice' which opened at the Plymouth, N. Y., last week, however, brought her back in the style of 'Good Gracious Annabelle.' That comedy was produced in 1916. Previously the authoress had collaborated with Sydney Rosenfeld in 'The Opera Ball,' 1912, while her first writing start was as a composer, 'Dearie,' published in 1906.

In 1917 she wrote 'A Successful Calamity' in which her uncle, William Gillette, starred. Next season there was 'Rescuing Angel,' which flopped, and in 1918 there was 'Be Calm, Camella.' 'Rollo's Wild Out' came in 1920. Following season was Miss Kummer's most prolific, she having seven plays produced including 'The Light of Ducksbury' and 'The Mountain Man.' In 1923 there was a musical version of 'Annabelle,' an adaptation of 'Madame Pompadour,' 1924, and 'Pomero's Past,' 1926.

Since then Miss Kummer's activities have principally been writing for pictures, Fox getting most of the product. Arthur Hopkins produced several of her plays and 'Voice' is now showing in his Plymouth.

A majority of stock companies around the country this fall have not found the autumn going altogether to their liking, but a few have snuggled into theatres and feel reasonably comfortable and warm. Among this minority few are apparently any better off than Roland Edwards' troupe at Montclair, N. J.

New Jersey seems a happy hunting grounds for Edwards. He's tried the state previously, to more or less success, and in Montclair receipts are reported to have been particularly satisfactory. Company has now been holding forth about a month with weekly grosses ranging around \$6,500 and \$7,000. Using the guest star formula estimates are that Edwards breaks near the \$3,000 mark, which is why he will agree that maybe New Jersey has something besides good roads.

Moss Hart whose 'Once In a Lifetime' brought him into the Broadway scene as a collaborator with George S. Kaufman, started in show business as an office boy for Augustus Pflou. Latter produced Hart's first play in Chicago. It was called 'The Hold-Up,' a flop.

The playwright wrote the book for 'The Music,' Irving Berlin doing the score but it took 'As Thousands Cheer,' the current Music Box, N. Y., success, to establish Hart as a satirist on his own. Revue too Berlin tunes.

Production of the English meller, 'Eight' at the Hudson, New York, is backed in total by Columbia Pictures. Harry Cohn made the deal in London last summer. A. C. Blumenthal makes the presentation, first one using his name. Arrangement, has Columbia in on 50% of the show's profits and 75% of the picture profits.

'Bells' is outside the provisions of the Dramatists' Guild because it was British-written without American adaptation. Usual procedure stipulates open bidding for picture rights to plays.

James Dale, in 'The Green Bay Tree,' almost stopped the show's opening. British actor was dissatisfied with his part after studying a couple weeks and supposedly couldn't get along with Ted Harris, the producer. He suddenly decided to quit while the play was in rehearsal, bought himself a ticket to Europe and one week before the opening started to sail. Harris practically dragged him off the boat, with everything fixed up a few minutes before sailing.

Cast of 'Double Door' at the Ritz, N. Y., is on percentage with the players reported receiving two and three times their regular salaries. The sharing arrangement permits a low operating nut, but the show has averaged five figure grosses since opening. Potter & Haight, new producing duo, have 'Door.' George Haight of the firm will bet it sticks into warm weather.

Sam Harris says he'll never again have a Broadway mob on hand for one of his openings, as a result of the newspaper treatment handed out to 'Let 'Em Eat Cake.' According to Harris, the audience was mostly Broadwayites and had come into the theatre with ready-made hatchets. From now on, he says, first nights for his shows will go to critics plus a paying audience, the receipts going to charity.

Charles Hopkins has lost possession of the 300-seater on 49th street, N. Y., bearing his name. It was formerly called the Punch and Judy. Hopkins was once reputed to be a millionaire. Failure to pay \$12,000 in taxes put it on the auction block.

publicity being sent out by the Paramount studio press department about them so they now have the 'highers up' permission to scissor all blurb copy. Same goes for stills.

MGM will launch a campaign to have the name of Culver City changed to Metro City, figuring on publicity even if the stunt does a flop.

Both the MGM and Roach studios are in Culver City, with Hal Roach advancing the idea that the name change might be put over, so that the town will then designate itself as the home of MGM pictures.

Though all major studios are hot on stories of the late 90's and biographical yarns written around famous figures, political and otherwise, they are all shying from Tammany yarns despite their color and adaptability to the screen.

Metro changed 'Bombshell' to 'Blonde Bombshell,' when it was learned women were passing up the pic believing it a war yarn. N. Y. execs ordered.

Loew's State in L. A. made the change opening

Payoff on that Winchell-Jolson sockfest sometime ago, was that Winchell visited a dentist the day after the scrap to have his bridgework tightened. Molar mender had been Jolson's dentist for several and thanked Al for sending him a customer.

That M. H. Aylesworth is the only film company president who isn't drawing a salary somehow got on the record during the high picture salary scare in Washington. Aylesworth's compensation comes from NBC. He was drafted for the RKO job.

Ace Berry, ex-RKO div. manager, and now operating theatres in Indianapolis for Paramount, understood to have been offered the mayoralty nomination by both the Democratic and Republican parties.

A showman who once held the mayoralty post in Indianapolis is Irving Shank.

E. M. Gluckman's (Mentone) short, 'Little Broadcast,' becomes 'On the Air and Off' because Paramount also produced a radio-name show with the same title, and obviously a contrast to Par's feature production, 'Big Broadcast.' Hays office ruled for Par.

Mae Murray's divorce from Prince David M'divani in Los Angeles waived all claims to alimony and signed a property settlement providing for a \$5,000 trust fund for their son, Koran, age six.

Consolidated Labs is reported interested in the old Biograph studio, Bronx, N. Y.

COAST PLUNGES ON LEGITS

TWO MORTUARY PLAYS FLOPPY

Fun at a funeral is no go as Broadway fare. Sponsors of two shows with mortuary details found that out last week when both were panned and quickly sent to the storehouse. "Move On Sister" at the Playhouse lasted five days; while "Give Us This Day" tarried but two days, bowing 'n Friday and bowing out Saturday.

"Sister" in one scene permitted the audience to get several peeks at a coffin with the lid raised. "Day" started with a demise and ended that way, plus a suicide.

'SAILOR BEWARE' IS SET FOR CAL. DISPLAY

Hollywood, Belasco & Curran have taken an option on the coast rights to "Sailor Beware," comedy hit in N. Y., at the Lyceum.

Production will follow how "Boat" into the Mayan, although it may open while "Show Boat" is running in San Francisco.

Bainbridge Takes Slap At Local Opera Group

Heads of the civic opera company, which had gratis use of the municipal auditorium for its production of "The Bohemian Girl," were assailed by A. G. Bainbridge, showman mayor, in a radio speech over station KSTP, for having a \$2.50 top and for failing to inform the public sufficiently that there were many free seats.

The mayor pointed out that the civic opera project was one of his campaign promises which had been kept. The five performances of "The Bohemian Girl," the company's initial offering, were largely attended, practically the only vacancies being among the free seats.

The Twin City opera group is entitled to all sorts of credit for the magnificent manner in which it presented "The Bohemian Girl" and the staging was beyond criticism, the mayor said. However, before we have another production, I will make sure that my theory as to the handling of the public is carried out.

"I believe that \$1 per seat is plenty to charge, with the enormous capacity at their disposal.

Moreover, they neglected absolutely to make it clear to the public that there were plenty of good balcony seats free of any charge."

'Blumey's Musical with Two British Girls

C. Blumenthal has Evelyn Laye and Beatrice Lillie for the Kern-Hammerstein operetta slated for this winter.

This follows "Fresh Fields," a dramatic which Blumey will do, now that "Eight Bells" has opened.

Indie 'Divorce' Folds

Indie road production of "Gay Divorce" folded Saturday (28) at the Broad Street, Newark, where it started. Cast headed by Allan Kearns and Juliette Day, was paid off for the week's work from the Equity bond.

Venture was George Hirst's. He took the show over from Wiman & Weatherly.

Miss Barondess Sues

Hollywood, Oct. Barbara Barondess has filed suit in superior court for divorce from Irving Jacobs, legit. producer. Actress charges mental cruelty.

Filed under the name of Mary Jacobs.

Two Audiences

Audiences drawn to "The Green Bay Tree," Cort, N. Y., are the oddest assortment since "The Captive." On the lower floor are playgoers of the smart, dressy sort, but the balcony is mostly occupied by frivolous young men.

At the curtains, downstairs auds are politely regular, but the upstairs expresses its delight with "whoops."

Mary Hart Launches Traveling Stock; To Circle Three Cities

Kansas City, Oct. 30. Mary Hart launches her experiment of a traveling stock troupe at the Shubert theatre here next Friday (31). Besides Kansas City other towns on the route are St. Louis and Cincinnati. Indianapolis and Columbus are being considered as split week possibilities if the venture connects in the week's stands.

Scale is fixed at \$1 top.

Lee Shubert is reported in on the enterprise, with Miss Hart, latter having gained prominence in the stock field through her enterprise at the Orpheum, St. Louis.

Plans include a complete change of cast every three weeks with the initial lineup, for "Dinner at Eight," including James Kirkwood, Lester Vale, Ann Mason, Mabel Manwarling, and Jean Newcomb. Heading the third week's cast will be Violet Heming.

Schwab Set to Direct Film Version of 'She'

Laurence Schwab is associated with Dwight D. Wiman in the production of "She Loves Me Not," a comedy with interpolated songs which is due on Broadway late in November. Deal also has Paramount interested in the show, under an arrangement calling for a guaranteed bid for the picture rights. That, however, does not bar other picture firms from bidding.

Schwab's arrangement with Par calls for him directing the picture version of "She," probably on the coast, at an indefinite date after the Broadway premiere. Plan is to star Bing Crosby in the film version.

Florence Rice, daughter of Grantland Rice, the sports columnist, reported out of the cast.

DUFFY'S IDEA

No More Stocks—Do Ori nals for Film Rights

Los Angeles, Oct. 30. Henry Duffy for first time will produce new plays on coast instead of buying New York productions. Figures cashing in on picture rights.

Has Billie Burke up and searching for opus.

Harwood Plans London Marshall-Best Show

Hollywood, Oct. H. N. Harwood and Mrs. Harwood (P. Tennyson-Jesse), are enroute to England where the hubby will produce a play. Expects to use Herbert Marshall and Edna Best in a London opening.

Harwood, English playwright, was brought out by Metro, but recently has been devoting his time to play-authoring.

New Bankhead Relapse

Defers "Jezebel" Again

Tallulah Bankhead suffered another relapse early last week, but doctors say she'll be completely recovered within a few weeks. Rehearsals were about to start again on "Jezebel," in which she will star for Guthrie McClintick, but these have again been postponed.

Current idea is to open the play on Dec. 12.

FILMERS FIGHTING FOR B'WAY HITS

Quick to See Better Plays—Paramount Ahead as Bidder—'Sailor, Beware' Brings Season's Top, \$76,000—Two Offers for 'Ah, Wilderness' at \$75,000—Metro Buys It

RIVALS JUMP PRICES

The upward swing in theatre attendance on Broadway's legit is definite. Expectations are that the improvement will continue, barring a radical change in general conditions. Fall off during last two weeks should right itself.

The sharp improvement during this October over last season was marked by the registering of six successes out of eight productions, early in the month, two musicals, two comedies and two dramas.

Therewith the incoming cards were not as highly rated, but the outstanding fact, developed about the season this far in the much-improved product—better playwrighting. One of the most strident managerial squawks has been that all the good authors had gone Hollywood. That's been going on season after season, the good ones and the bad ones. The other complaint was that all the actors had gone to pictures, which condition, too, has been considerably improved.

Observers for picture producers were quick to realize the fact that Broadway plays are better in general conception, story, content and writing. Some film concerns had until recently decided to give Broadway but scant attention.

Par. Johnny On Spot

For that reason Paramount, which concentrated more attention on the new plays, as shown by the care with which it combed the rural play shops throughout the summer, got the jump on the others. That explains Par's grabbing off two successes, with bids in on two more and more than a rooting interest in a show now rehearsing.

However, with the other picture firms jumping into the bidding, prices being paid for new hits are sky-high. There were two bids in at \$5,000 for "Ah, Wilderness" (Gould) with Metro taking the rights at that figure. At this time the tentative release date is set for some time in 1935.

Highest price of the season so far will be paid for "Sailor, Beware" (Lyceum), which Par gets for \$76,000, but the show will have to run 30-odd weeks. Deal was made at the time the laugh show opened, on a sliding scale arrangement, and were the show an ordinary success the price would be about \$25,000. Par was willing to go for \$17,000 even if "Sailor" flopped.

Other Top Prices

Par also bought the rights for "Double Door," price being \$57,100. The odd amount represents bidding which became so competitive that the price was worked up by notches and other film firms dropped out when it was apparent that Par was determined to grab the show. Same picture company will probably close a deal for "The Pursuit of Happiness" and is known to have put in an advance bid on "She Loves Me Not," due on the boards next month.

Bidding for the rights to "Men in White" (Broadhurst) is still on. Asking price is \$60,000 with no taker, but there is no doubt—Coast interest and the selling price should be adjusted shortly. There are bids, too, for "The Curtain Rises" (Vanderbilt), although the show is not among the newer successes. While older managers are figured to stall off picture offers, which sometimes has resulted in lesser bids than original figures, newer showmen are not so cagey. There are some sales of film rights which were consum-

League and Guild Reach Agreement While Code Penalties Wait on NRA

It was a bye week for the National Association of the Legitimate Theatre so far as the weekly session of the general committee was concerned, but the Theatre League and the Guild of Dramatists went into session with the Dramatists' Guild. It was the first amicable session between the managers and authors for six months, ever since they started bickering over interpretations of clauses in the Basic Minimum Agreement.

Progress was made and most of the differences were adjusted. To make the changes official a general meeting of the remaining signatories and their approval alone is necessary. Both sides made concessions.

It was explained by the Guild officers that the NRA legit code adds to the agreement but takes nothing away from it. One instance is the code provision which gives a manager partial participation in film rights money if a show plays, but one or two weeks. Original agreement stipulates that managers get a share of the picture money (50%) only if engagement is three or more weeks. Despite the code's modification the Guild's stand is that it must be formally adopted to become effective. Play brokers were advised that the three weeks' rule applies until such time as they are notified otherwise.

Authors' Concessions

The authors, however, conceded a point that has been wrangled over. It's the application of three weeks' clause under certain circumstances. From now on if a manager opens a show in the middle of the week (any time after Monday) and pays the players their pro-rata salaries, it shall be considered a full week. If, therefore, a show opens at the mid-week, it is withdrawn at the end of the third following Saturday, the engagement shall be considered to have been running for three full weeks and the manager shall be entitled to 50% share of the picture money.

The managers' concession came in the naming of an official depository for the picture money. Bank is the Chemical. The defunct Harriman bank formerly was the depository. Process of naming a successor amicably was so involved as to make it practically impossible. But the managers held the whip hand in that officials could withhold signing and endorsing checks, on the ground that they would not be responsible were any other bank to fold. Picture money could thus be tied up indefinitely.

Another point ironed out was fixing the salary of the picture arbiter, Joseph P. Bickerton, Jr. Suggested fee was \$30,000. Understood that the salary has been fixed at \$25,000. Balance of the fees collected by the arbiter, who extracts 2½% of the picture sales total, will probably be turned over to the Guild's relief fund and the League.

This week's session, which is now

dated for Wednesday, will have the NALT committee considering charges against eight ticket agencies and managers for alleged violations. The rules set forth in the license issued to the brokers.

Same procedure as applied to the cases of the Broadway ticket agency and Courtney Burr, lessee of the Lyceum theatre ("Sailor Beware"), will doubtless be followed. Testimony in those cases was forwarded to Washington (Tuesday) (24) for review by Gen. Hugh S. Johnson and Sol A. Rosenblatt. The penalties ordered by the NALT may or may not be confirmed. In the case of Burr, a fine of \$500 was imposed. The Broadway agency was suspended from doing business for two weeks. Both penalties were vetoed by Rosenblatt, who ordered the charges transmitted to Washington.

Limited Progress

Other than in the ticket situation, the NALT has yet to get results. There is little question but that more tickets can be had at the Broadway box offices than in other seasons. While there is some epying (the rules do not apply to first nights for some reason), a good proportion of tickets is being sold at the regulated premium of 75 cents over the box office price. One peculiarity of the new ticket rules is that the front rows in the balcony are limited to a 50-cent premium. Originally the rules provided that the agencies could sell such locations at a 75-cent advance, but in one of the sessions the agency representatives in a big-hearted way applied the lesser premium for all tickets other than the lower floor. With some hits charging as much for the front balcony as the orchestra floor, the agencies may ask the original regulation be put back into the rules.

NALT awaits rulings from Washington on several matters. Among them is the question of whether the code salary rule minimum for actors is retroactive. That is, whether the \$40 to \$50 weekly minimum applies on contracts signed prior to the adoption of the code.

The NALT usual Wednesday meeting was postponed because, with important business coming up, it was deemed right that the two additions to the committee named by the NRA to represent the public should be familiar with the general situations and the problems to be considered. Just who was to wise up on the new committee members was not stated.

No 'Chance' Show Fri, As O. & J. Hop to Chi Weekly for Air Hour

Chicago, Oct. 30. Olsen and Johnson when going on the road with "Take a Chance" will close the show each Friday in order to hop back to Chicago for their Swift radio program. This is according to the contract the performers have with Swift calling for their personal appearance in Chicago for at least 13 weeks.

When they pull out of the Er-langer for Minneapolis, they will have done four shows out of this town. For these 13 weeks "Take a Chance" will play within a sleep-jump radius of the loop.

Folding of 'Tom' Troupe Disappoints Aged Eva

Rochester, Oct. 30. Cancellation of Lyceum date for "Uncle Tom's Cabin" was disappointment to Mrs. Jessie Booth Church, 75, who played Little Eva here back in the 19th century.

She says her sister, Alice Booth, was one of the first Little Evas, and when she outgrew the part, Jessie took her place. She had planned to send a bouquet of roses to Queenie Smith.

Back to Broadway

(Continued from page 1)

scouting on the coast for talent, just like the scouts for Hollywood hunt among the legit for new camera faces.

At least some players on the list have returned east expressly for the purpose of alternating stage appearances with studio engagements. Appearances on the stage are not limited to legit, there being some vaudevilleans. However, it is probably true that some of the returned layers are washed up for pictures.

Among those from the coast now or recently appearing in legit or due to appear are several who have gone Broadway for several seasons: Edith, Alexander, Jean Arthur, and Herbert Rawlinson. They are among the Hollywood contingent who made their mark before the camera despite some having been on the stage before going pictures and which includes Nancy Carroll, Pola Negri, Mady Christians (German films), Conrad Nagel, Olga Baclanova, Lillian Bond, Corinne Griffith, Irene Purcell, Buddy Rogers and Lawrence Grey.

The list from Hollywood, including some players rehearsing with new shows and others not formally announced: Mady Christians, Roland Young, Linda Watkins, O. P. Heggie, Lillian Bond, Nancy Carroll, Harland Tucker, Laura Hope Crews, Lloyd Carrigan, William Harrigan, Conrad Nagel, Corinne Griffith, Roy Atwell, Ina Claire, Fred Keating, Lois Moran, Marilyn Miller, J. Harold Murray, Helen Rodicker, Ethel Waters, Blanche Lugosi, James Rennie, Olga Baclanova, Moffat Topham, Leon Watcott, Olive Olson, Pola Negri, Stanley Smith, Frances Upton, Glen Anders, Vera Allen, Helen Hayes, Rose Hobart, Steffert Rummang, Joe Cook, Laurence Olivier, Jill Esmond, Ralph Theodore, Chas. Gerard, Irene Purcell, Cyril Chadwick, Nana Bryant, Elizabeth Patterson, Mitchell Harris, Jack Hassen, Bert Gieckler, Alexander Kirkland, Hugh Cameron, Albert Van Dekker, Philip Merivale, Geo. Coulouris, Flora Le Breton, June Walker, Spring Byington, Lawrence Grey, Ana Munson, Buddy Rogers, Walter Abel, Convey Tearle, Samuel Colt, Lydia Robert, Ernest Truax, Harold Hooton, J. Edgar Donald, Clelland, Al Shean, Herbert Rawlinson, Joanna Roos, Pauline Frederick, Ralf Belmont, Boyd Irwin, John Beal, Fairfax Burgher, Frances Fuller, Colin Clive, Stuart Casey, Claude Rains, Bramwell Fletcher.

TWO L.A. CO-OPS GET \$5,200 BETWEEN 'EM

Cooler weather and a loosening of purse strings allowed the two local legit, both in Hollywood, to gather a little profit last week. Both are co-operative productions, so both can use the extra money to good advantage.

'Elizabeth Sleeps Out,' the retitled 'Murray Hill,' with George K. Arthur producing and starring, got away to a good start on its opening week to \$3,200. Still on the two-bit pass again but getting a fair play at the b.o. for \$1 tickets.

Romance Collect' folded at the Music Box to \$2,000. 'Flood' could have remained afloat last week but Claudia Coleman had to withdraw from the cast due to a picture engagement.

'The Late Christopher Bean' reopens the El Capitan Theatre night (30). Advance is fair. The Charlotte Greenwood getting the credit. House has been closed for a month.

ENGAGEMENTS

Fannie Brice, Willie and Eugene Howard, Everett Marshall, George Matkay, Jane Froman, Patricia Bowman, Vilma and Buddy Ebsen, Oliver Wakefield, Betzi Beaton, Vivian Janis, Jack Pepper, Tom Mack, Don Haggerty, Victor Morley, Paul and Lefty Rocke, Eve Arden, 'Follies' (complete cast).

Dorothy Dille, Joseph Allen, Olive Olsen, John Hundley, Janet Velle, Dorothy Vernon, Edna Sutton, William Corbett, Norman Dugan, Stephen Irving and Jack Starr. 'Hot and Bothered' (complete cast).

The Harry Lane, Leon Waycott, Martin Burton, Frances Woodbury, 'It Pays to Sin'.

Valeria Cossart, Mary Newham, Davis, Jan Emery, Robt. C. Conway, Guido Nardo, 'Strange Orchestra'.

Allyn Gillyn, Nell O'Malley, Mary Maddox, 'Is Life Worth Living'.

Ann Erskine, 'Growing Pains'.

CO-OP 'TOM' BEATS THE BLOODHOUNDS BY 1G

San Francisco, Oct. 30. Belasco, Curran & Lang's 'Show Boat' opens at the Curran tonight (Monday) with but little competition from other legit of the town. Except for second week of 'Uncle Tom's Cabin' at the President, 'Boat' has a good advance sale, but has a heavy nut of around \$12,000 to crack.

Revival by Reginald Travers of 'Uncle Tom's Cabin' at the long darkened President, doing poor biz, settling around \$1,000 for first week, and continuing a second. Non-Equity cast is in co-op, after Equity pulled its members out. Travers plans to do 'Alice in Wonderland' for a few days and possibly 'Aladdin' to follow.

House's nut being guaranteed by the Winship Estate, which also owns the Alcazar where Henry Duffy does his shows. Duffy this week closed Charlotte Greenwood in 'Late Christopher Bean' after four quite good weeks, and the theatre now dark as is the Geary.

Columbia has gone film with 'Private Life of Henry Eighth' (UA) opening Wednesday (1).

Current Road Shows

Week Oct. 30

Aborn Opera Company, Shubert, New Haven.

'Biography,' Erlanger, Buffalo, Oct. 30-31-Nov. 1; Shubert, Cincinnati, Nov. 2-3-4.

Blackbirds of 1933, ton.

Civic Repertory, Court Square, Springfield, Oct. 30-31-Nov. 1; Parsons, Hartford, Nov. 2-3-4.

'Design for Living,' Garrick, Philadelphia.

'Follies,' Shubert, Boston (opening Nov. 6).

'Gowns by Roberts,' Forrest, Philadelphia.

High-Lites of 1934, Orpheum, Easton, Oct. 30; Majestic, Harrisburg, Oct. 31; Rajah, Reading, Nov. 1; Playhouse, Wilmington, Nov. 2; Mosque Auditorium, Richmond, Va., Nov. 3-4.

'Mary of Scotland,' N. Ittburgh.

'Music in the Air,' Royal Alexander, Toronto.

Cornelia Oti Skinner, Shubert, Cincinnati, Oct. 30-31-Nov. 1; Davidson, Milwaukee, Nov. 2-3-4.

St. Louis Municipal Opera Co., Ryman Auditorium, Oct. 30-31-Nov. 1; Hartman, Columbus, Nov. 2-3-4.

'Take a Chance,' Erlanger, Chicago.

'The Green Pastures,' Erlanger, Atlanta.

'Best Sellers' Set

Pasadena, Oct. 30. 'Bird in Hand' goes into the Pasadena Community Playhouse in two weeks. John Drinkwater play was produced there a year ago.

'Best Sellers' opens tomorrow (31).

Future Plays

'ismates,' by Alfred Henri White and Arthur W. Levy, will be produced shortly by Sterling Productions, Inc.

'Interim's End,' by Ann Ayres and Tessie Emolin, will be done by Frank Matthews, who has been chiefly identified with vaudeville.

'Another Man's Poi,' by Tom Pridcaux, will be by Harry Haysman, who in 'first plays'.

'Mismates,' comedy drama by A. H. White and A. W. Levy, will be done by Robert Sterling as the first of his Sterling Productions.

Shows in Rehearsal

'The Drums Begin' (Abbott and Dunning), Booth.

'Ames' (Shuberts), hurst.

'Felli' (Shuberts), Street.

'Candida' and 'Romeo and Juliet' (road), (Katharine Cornell), Beck.

'Sins' and 'Beware' (road) (Courtney Burr), Lyceum.

'I Was Waiting for You' (Edw. Choate), 48th Street.

'Glowing' (Arthur Lu-in), Plymouth.

'All Good Americans' (Courtney Burr), Lyceum.

'The Loves of' (Dwight D. Wright), 48th Street.

'Mismates' (Robert Sterling), Imperial hotel.

'Birthright' (Barrett and Adeth), Times Square.

'Trip to Pressburg' (Bertr), Bijou.

'Hot and Bothered' (Green and Haysman), try-out, Jackson Heights.

'Is Life Worth' (Henry Moses), Masque.

ONLY 3 IN CH, ALL DOING BIZ

Chicago, Oct. 30. For one more week the top will have to go along with only three legit shows, the lowest mark ever reached in Chicago at this time of the year. Everybody talking new shows but nothing developing. 'It Pays to Sin,' Louis Maclean show, is out as a Chicago prospect, going right into New York to open this coming week.

Leaves only two plays scheduled for local entry, 'Biography' and 'Bittersweet,' both on Nov. 5. 'Biography' is the first of the Theatre Guild's new season. Originally slated to be sold on a two-week subscription basis, show instead will have a three-week subscription. 'Bittersweet' is the Shubert musical, which was done at the St. Louis Municipal Opera and later went for a southern tour, particularly for a date at the Dallas Grand Opera.

With these two plays coming in, two are leaving. 'Her Majesty, the Widow' and 'Take a Chance,' both heading for midwest tour.

Business is helping plenty, enough money around to satisfy the few shows.

Estimates for Last Week

'Dangerous Corner' (Illinois) (D-1-35; \$2.20) (5th week). Mystery play. Business at good level. Low overhead will keep this one going for several more weeks. With no competition has nothing to worry about.

'Her Majesty, the Widow' (C-1-374; \$2.20) (4th week). Goes out at the close of this session, Nov. 5. Had profitable stay with Pauline Frederick personally helping plenty. Then on tour. Doing \$3,500, on the right side.

'Take a Chance' (Erlanger) (M-1-318; \$2.75) (17th week). Also goes out Nov. 5. Olsen and Johnson show okay at \$1,000.

'BLACKBIRDS' CENTER 'OF INTEREST IN HUB

Boston, Oct. 30. Complete shuffle is Hub raito's cue this week. But one major attraction for the week, Lew Leslie's 'Blackbirds' in world premiere at Colonial Wednesday (1) night.

All Luttinger stock at Wilbur tonight presents 'Counselor-at-Law.' Peabody Players open season Thursday night next. Their Playhouse in Twentieth Century.

No word from Copely, and no ads in Sunday amusements in the papers. So it looks as if that venture may fold. One still (this far) being Leon Janney in 'Tommy.'

Opening date for eagerly awaited 'Ziegfeld Follies' is set back one week, from tonight to Nov. 6, at Shubert.

'Ragged Army' will probably be put into production by Crosby Gaige with Worthington Miner producing.

'Lost Horizons' twice optioned by Al Woods, now seems likely to go to Rowland Stebbins.

'Tobacco Road' Anthony Brown will stage the play by Jack Kirkland from Erskine Caldwell's novel, making an early production.

'Two Geniuses' by Frederick Schick is promised early production with Harmon & Ullman and the Guild both reading. It's about two French painters.

Hanna, Cleveland, Lights

Hanna's most belated legit season in fifteen years gets under way Nov. 6 with 'Music in the Air,' followed by 'Sailors Beware,' Nov. 12. With 'Howe Williams' as star. 'The 20th brings Pola Negri in 'A Trip to Pressburg' to the Shubert.

Four More Likely B'way Legit Hits, Leaders Hold Own, Field Tapers Off

After the upward surge in Broadway's business early in October, attendance shaded off the past two weeks. One explanation blames the approaching election. New York having a hot, three-cornered battle for the mayoralty. Some showmen say, too, that it is possible the increased number of attractions has spread out the buying power of the theatregoers. Theory is there is just so much money to be expended on tickets, recovery not being advanced as much as indicated. Several grosses have dropped materially, but the stand-outs were but slightly affected last week, if at all.

Among new shows which arrived within a period of nine nights, there are four likely money makers. Two of last week's eight princelies were quickly taken off but a brace of shows in the double quartette should prove winners.

'Let 'Em Eat Cake,' at the Imperial, drew divided first night opinion, and the same kind of notices, but it jumped to list leadership, first full week's gross totalling \$30,000. 'As Thousands Cheer' is the musical runner-up with stand-out tendency for better than \$27,000 weekly and actually in bigger demand than any show in town. 'Hold Your Horses' topped off at about \$20,000, but should come back after election (next Tuesday, 7).

'Her Master's Voice' looks best among the newer comedies as indicated by a gross over \$13,000 at the Plymouth, first week. 'Three and One,' a mid-week starter at the Longacre, may prove the ace of the show. 'The World Waits, Little' (3rd week) (C-1-109; \$2.75). Looks like a moderately good money maker; doesn't need much coin to take it even break; estimated around \$7,000.

'Three and One' Longacre (2nd week) (C-1-109; \$3.30). Another mid-week starter; critics leaned heavily on it, but not so good but other indications point to click.

'Thunder on the Left,' Elliot (1st week) (D-524; \$2.75). Presented independently. 'The Family Upstairs,' adapted from Christopher Morley's novel of same name by Jean Ferguson; opens tonight.

'Under Glass,' Ambassador (1st week) (D-200; \$2.75). Presented independently (W. B. Friedlander); written by Eva Kay Flint and George Bradshaw; opened Monday.

'Josephine,' Matinee in 'Taken off Saturday,' played three weeks to small takings.

Other Attractions

Chicago Opera Co., Hippodrome; 7th week at low prices.

'The Family Upstairs,' Ilmore; revival.

Jooss Ballets, Forrest; opens tonight.

'Divine Druce,' Royale (2nd week) (CD-1-115; \$3.30). Opened late last week; disappointing reviews, but excellence of Mady Christians' performance may keep it going; she is now sturred.

'Double Door,' Ritz (5th week) (D-945; \$2.75). Opened rather tepidly last week including this winner; about \$12,000 which is real money for drama.

'Eight Bells,' Hudson (1st week) (D-1-101; \$2.75). Opened rather mildly Saturday; indications are for moderate money engagement.

'Give Us This Day,' Booth. Opened last Friday and closed Saturday; drew panning and had little chance.

'Green Bay Tree,' Curt (3rd week) (CD-1-643; \$3.30). Started moderately well and should maintain a fair pace but not capacity draw; first full week approximately \$9,000.

'Her Master's Voice,' Plymouth (2d week) (C-1-042; \$3.30). Figures as new comedy winner; first week's gross of about \$13,500 spots it success.

'Hold Your Horses,' Winter Garden (6th week) (M-1-498; \$3.85). Slipped more than most other attractions after excellent grosses which topped list; hit over \$20,000 last week.

'It Pays to Sin,' Morosco (1st week) (C-58-527; \$2.75). Presented independently (Louis O. Maclean); first full week at George Redmond; opens Wednesday.

'Keeper of the Keys,' Fulton (3rd week) (D-1-132; \$2.75). Probably stilling for possible picture rights; trade light. With pace estimated around \$9,000.

'Let 'Em Eat Cake,' Imperial (2nd week) (M-1-416; \$4.40). Notices indicated definite difference of opinion, but first full week at George Redmond; opens Wednesday.

drawn Saturday; played five days.

'Murder at the Vanities,' New Amsterdam (8th week) (R-1-717; \$3.30). Moves to the Majestic next Monday; fairly good trade for revue-murder mystery piece; about \$18,500 again.

'One Sunday Afternoon,' 48th St. (38th week) (C-969; \$3.30). Eased off steadily in recent weeks; run leader about \$5,000 last week but made money.

'Pursuit of Happiness,' Avon (4th week) (C-830; \$2.75). May make stay of it, not big but getting some profit with average grosses around \$8,000.

'Sailor Beware,' Lyceum (6th week) (C-957; \$3.30). Nothing shows about smash; the post holds a capacity at \$15,000; other companies forming.

'School for Husbands,' Empire (3d week) (C-1-099; \$3.30). Mostly supported by subscriptions; but improved to \$12,000 and may last until holidays.

'Spring in Autumn,' Miller (2nd week) (C-946; \$2.75). Reviewed by second stringers with yes and no reviews; looks like cut rates; with indicated pace around \$4,000.

'The Curtain Rises,' Vanderbilt (3rd week) (C-770; \$3.30). Picture rights may result in even break; business slim with takings under \$3,000.

'The World Waits, Little' (2nd week) (D-505; \$2.75). Opened last mid-week; drew generally favorable notices; but better than moderate takings not indicated.

'Ten Minutes' Alibi,' Barrymore (3rd week) (D-1-090; \$2.75). Looks like a moderately good money maker; doesn't need much coin to take it even break; estimated around \$7,000.

'Three and One' Longacre (2nd week) (C-1-109; \$3.30). Another mid-week starter; critics leaned heavily on it, but not so good but other indications point to click.

'Thunder on the Left,' Elliot (1st week) (D-524; \$2.75). Presented independently. 'The Family Upstairs,' adapted from Christopher Morley's novel of same name by Jean Ferguson; opens tonight.

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Other Attractions

Chicago Opera Co., Hippodrome; 7th week at low prices.

'The Family Upstairs,' Ilmore; revival.

Jooss Ballets, Forrest; opens tonight.

TRENTON GREET'S STOCK FIRST LEGIT IN 5 YRS.

Trenton, Oct. 30.

Legit returned to Trenton last Monday for the first time since 1928, when the State Theatre Players reopened the former vaudeville house, after two years darkness. A competent troupe presented Rachel Crothers' 'As Husbands Go' as the initial attraction.

Nancy Dunn is femme lead, with Edward Wing playing male leads. Others in the company include Dillon Deane, Jess Barker, Charles Berre, Peggy West and Martha Stockton, latter a leading local amateur.

Three matinees a week, in addition to nightly performances. Herman Wahn, associated with theatres here and in New York for more than 25 years, is the operator of the State.

'Music' Gets Only Poor \$9,000 in Pittsburgh

Pittsburgh, Oct. 20.

'Music in the Air' big disappointment at Nixon last week, getting less than \$9,000 and going in the red. No accounting for poor showing. Show got rave notices in three dailies combined with fact that it was the first legit attraction in a month and season's initial musical.

With 'The World Waits, Little' a similar nature, 'Cat and Fiddle,' met a like experience.

Pick-up expected this week, with a great advance sale reported for 'Mary of Scotland,' second of American Theatre Society's subscription series. Next Monday (6) subscribers get their third 'Trip to Pressburg,' thinking here that it is the worst of the water, though on Nov. 20 'We Meet Again,' formerly 'Ames,' stops off for a week on its way to New York.

Broadway Reviews

THREE IN ONE

(Continued from page 52)

adds more data to the symposium on feminine make-up. It's all very witty and often amusing but there's a good deal too much of it and it interferes with making the play a lively comedy.

Anyhow, the mother balks the Paris excursion of the athlete son and the ruffled feelings of the other two sons are smoothed out, the family arranging a motor jaunt together instead. First act arouses anticipatory interest, second act with its bedroom background carries the daring punch, and the final chapter is sustained by sprightly handling of a complicated family situation.

A nicely picked cast does well by the play. Special interest attaches to Lillian Bond, vamp from pictures, who lends her decorative presence to the leading role with capital support from Brian Donlevy, who looks the part of the athletic young Don Juan and plays it trimly. Ruth Shepley, experienced and capable trouper, found the role of the mother no tax upon her talents. Paul McGrath and John Eldredge contributed studied performances as the two other brothers. Edith Van Cleve handled a minor role crisply. Two interior sets are satisfactory without being especially notable.

Rush.

GIVE US THIS DAY

Drama in prologue and two acts presented at the Booth Oct. 27 by Francis L. Curtis and Richard L. Kline, produced by Howard Koch; staged by Arthur Sircorn.

Matt Strong.....Harlan Briggs
Eva Strong.....Harry Gresham
Brad Strong.....Ralph Theodore
Norm Strong.....Ann Dore
Jane Strong.....Eleanor Phelps
Mark Strong.....Paul Guilfoyle
Anne Strong.....Samuel Cunningham
Miriam Brandon.....Linda Watkins
Wee Carwright.....Anthony Hughes
Mr. Sedgwick.....Joan Southern
Mark Strong as Child.....Edward Ryan
Miriam Brandon as Child.....June Meyer

Two of last week's legit presentations had funeral backgrounds. One (Move on Sister) was withdrawn pronto and the other appears to have no chance either (also pulled out). It is 'Give Us This Day,' offered by a new managerial duo.

Fun at a funeral is tasteless stuff. Give Us This Day tries for the lighter touch in spots, but it is much too sombre and its people are mostly in mourners' black. Its two romantic leads, fulfilled, so how the producers figured favorable audience reaction is their own secret.

Two families await the death of an old lady so that they may get shares of an expected inheritance valued at 200 G's. The Strong family is made up of two mature sons, with their wives and grown children. Grandpop Strong has just-kicked off and his body is in the next room when the clans arrive.

Without any stalling the men and the wives conjecture about the will. They've all been waiting for the old man to die and get the first jolt when learning that the entire estate is bequeathed to the widow. Old lady, also off-stage, is instructed in the will to share the estate equally among the kin, if she desires.

So that one branch of the family will not have choice to curry favor with the grandmother and grab off a major share of the coin, they all move into the Strong domicile, determined to await her passing, too.

One thing about the Strong's, they sure can stick. They wait just 15 years before grandma snuffs out and she might have lasted longer if she had not been sacred to death. The unseen, domineering old girl knows she has the family in a situation and that all must do as she commands. Ill abed upstairs, she taps on the steam pipe to summon various members of the clan. She opposes the plan of Mark Strong, her favorite nephew, to take a chemical research course at Cornell. Jane, a niece, is afraid to wed and enters into an affair with her fiancé, with the result she is going to have a baby. In fact that whole bunch

is thwarted in all their plans, greedily hanging on for that inheritance. Mark has been administering medicine to the old lady. His own romance with a fair-haired cousin is submerged. In desperation he fires a pistol in back of the old lady's pillow and she dies of the shock. Will is read, giving all the money to Mark. He refuses any part of it, confesses his act, makes out a will, giving each member of the family an equal share and blows out his brains.

That is the distressing story in the main. Better acting probably wouldn't help it. A casualty in which the delicate ture of Linda Watkins is wasted.

(Withdrawn Saturday after three performances; printed for the record.)

Follies B'way Bow-In During Xmas Holidays

The new 'Follies,' using the name of Billie Burke Ziegfeld as the presenter, but entirely backed by Shubert money, will play out of town six to eight weeks. Revue opens in Boston Saturday (4), staying two weeks, with a similar booking in Philadelphia to follow. Pittsburgh and other dates are penciled in.

Premiere for Broadway slated for the week between Christmas and New Year's. 'Follies' is mentioned for the 44th Street; Winter Garden also a possibility. Show is under direction of Bobby Connolly, who is slated to stage an 'Artists and Models' for the Shuberts.

All-Juve Cast

Johnny Downes and Junior Durkin head the cast for 'Growing Pains,' which went into rehearsal yesterday (Mon) for Arthur Lubin. All-juvenile cast includes also Jeanne Rouvarel, Charles Eaton, Phillip de Lacy and Anna Erskine. Last named is a daughter of John Erskine, professor-planist-author.

Lubin will stage the show as well as produce it and it'll open on Thanksgiving week.

Lehr Quits Columbus

Columbus, Oct. 30. The Hartman is again dark for a few days, Raynor Lehr's stock company being unable to make the grade, despite the fact that this town gave the same Lehr his first start about 15 years back.

Neth is now booking roadshows into this only legit house in town. First is 'Florodora' on Nov. 2 and 3.

CLEVE. SEMI-PRO CO.

Cleveland, Oct. 30. Gwen Wagner, local actress, is organizing a semi-professional stock company that will give two performances weekly in Public Little theatre.

'Tarnished Swords,' first production-set-for-Nov. 1, is a war drama by James Mulholland, local author and radio continuity writer. Stock cast is headed by Paul Flood and Fay Tremaine, with Cassandra Brothers as director.

LABRUM ON B'WAY

Thomas J. Labrum has walked out on Phila., where he was associated with show business as press agent for legit theatres. He is now p.a. for the Erlanger enterprises in New York, succeeding the late Francis E. Reid.

Appointment was made by Leonard E. Bergman, general manager of the Erlanger offices.

FROM CHICAGO

A Chicago-produced show is among the week's legit premieres on Broadway. It's 'It Pays to Sin.' Presenter is Louis O. Macloon, former Coast showman.

Settings were made in the Windy City and show rehearsed there, original intention being to debut in the Loop. Opening is slated for the Morosco, New York, Wed. (1).

LIBRETTING 'PORGY'

DuBois Hayward is doing an operatic version of his 'Porgy,' possibly for Theatre Guild production again, with a Gerwin score. This is the piece Al Jolson has in mind for stage and ultimate filmization.

Hayward turned down a Hollywood offer to work on 'Count of Monte Cristo' because of the 'Porgy' deal.

OUT OF TOWN REVIEW

BRIEF CANDLE

Beverly Hills, Cal., Oct. 23. Comedy drama in three acts and three scenes by Robert Hare Powell. Directed by Oliver Hinsdell. Cast: Mary Forbes, Frank Darlen, William Worthington, George Blackwood, Emily Pinter, James Burke, Martha Sleeper, Earl MacDonal. Produced by the Beverly Hills Little theatre by special arrangement with Peggy Fears, Oct. 23.

Unless considerable is done with the scri, there's little use of Peggy Fears' product 'Brief Candle' in New York as planned Dec. 24. Piece is unsatisfactory

theatre, starting nowhere and ending in the same place.

It's a story of the value of inheritance with an invalid spinster on her 80th birthday bemoaning the fact that the boyhood lover did not marry her and hoping the nephew will wed someone who will appreciate her mothered Newport estate. Her nephew finds the girl, but unfortunately she does not tell the boy that she is married until the final curtain. They part, promising to do something about it, but it's not clear to them nor to the audience just what they'll do or how they'll do it.

Mary Forbes as the spinster gives a theatrical reading of the part, entirely to vigorous for the age she

is supposed to represent. Same for William Worthington, her aged lover. Martha Sleeper and George Blackwood, as the girl and the nephew give good performances. Later appears a bet for pictures if he gets rid of his stiffness. Frank Darlen contributes a nice bit of work as the old butler, James Burke, as a hard-boiled sallor, garners most of the laughs, and displays his vaude delivery in handling gag lines. Emily Pinter is oke in the small part of a maid.

Direction of Oliver Hinsdell is exceptionally good, considering the people he has to handle, and the fact that they get nothing for their efforts in glory. Hinsdell's job is no cinch telling good players what to do when they are guesting. Sets are okay. Call.

NEW DEAL FOR B. O. RECOVERY

With the advent of 1934 the Greater MARCUS SHOW will return to the Legitimate Field in which a decade ago it was the UNQUESTIONED LEADER of Road Attractions appearing at a TWO DOLLAR SCALE.

Only the larger picture theatres and civic and fraternal auditoriums will be booked. By reason of this policy BEST SEATS will not exceed \$1.50.

MIDNIGHT PERFORMANCES ONLY WILL BE GIVEN. This enables picture houses to continue the regular policy during the matinee and evening. WHAT YOU GET AT MIDNIGHT IS VELVET!!!

The experiment was recently tried on the Butterfield Circuit in Michigan. In seven cities SIX EXCEEDED THE MONEY CAPACITY, \$11,700 on seven performances at \$1.00 top.

The proof of the pudding

Tuesday, October 3, 1933

ISCO

Debut \$20,000, Fox, Det., After Record Breaking 33G WK.

DETROIT, Oct. 3. Last week the A. B. Marcus show broke all existing house records at present scale for a big \$12,000 week. The Michigan, Cleveland, and the RKO Downtown followed in other houses enjoyed overtime as well as routine show.

Nearest gross to the Marcus show was the Michigan with the Lewis and Clark, Cleveland with the Madams, the Michigan, Cleveland with the Michigan, Cleveland with the RKO Downtown followed a bad and "Bird Moment" on screen for a week \$12,000.

The United Artists with "I Loved Women" disappointed at \$10,000. The Fisher with a second week of "Festhouse" was only \$11,000.

Estimates for week of Oct. 3-5: \$12,000 for Much Harmony (Fox), \$11,000 for The Madams (Michigan), \$10,000 for I Loved Women (UA), \$9,000 for The Fisher (Festhouse), \$8,000 for The Michigan (Lewis and Clark), \$7,000 for The RKO Downtown (Bird Moment), \$6,000 for The Cleveland (Madams), \$5,000 for The Detroit (Festhouse), \$4,000 for The Detroit (Festhouse), \$3,000 for The Detroit (Festhouse), \$2,000 for The Detroit (Festhouse), \$1,000 for The Detroit (Festhouse).

Show on Midnights Only At \$1 Top in Michigan

A. B. Marcus show is going into the Butterfield theatres in Michigan on midnite matinees, playing not as regular attractions, but as late-hour single-showers at \$1 top.

Idea was probably tried at the Fox, Detroit, last week when Freddie Schader staged a Monday and Thursday-midnite-show, reaped seats \$1.00 top, getting \$2,745 on Monday night out of a 4,300 capacity. Almost instead of the Marcus show for Film, Saginaw, Pontiac and kindred strays on the new midnite one-hire route.

Walden

MARCUS SHOW TO CHI

DETROIT, Oct. 3. The A. B. Marcus show plays three weeks in Chicago on B&W at midnite matinees. Deal was closed here by Louis Lipton when he caught the show here last week.

Previous to Chicago date, show plays the Hipp, Cleveland and Port Huron, Toledo. This week six of the Butterfield houses are being played one night midnite matinees only at \$1.00 top.

MARCUS SHOW

A. B. MARCUS, Managing Director

SUITE 1512

Seven South Dearborn Street
CHICAGO



Fleeting Fiction
One of the continuing troubles of the book biz is how hard old-line publishers squeeze the last dime out of back lists and remainders, and how soft they are when it comes to going after new dough out front.

Despite the somersault of biz in the last few years, old-timers can't see yet that they're publishing dailies in permanent bindings, not books that endure.

Somerset Maugham's opinion

life of a "classic" these

days is 90 days, not 90 years

in the opinion of most publish-

ers.

In the old days when their sales-

men trekked in bookshops with new

dummies, they handed retailers the

house's back list. Retailers looked

it over and if they lacked five

cents of anything, they'd say, "This

way a salesman might do \$100 of

new biz and \$300 of old.

Today the retailer won't even

look at a back list. If a customer

wants such a book, the retailer tells

him he'll send it in three days and

then orders it from the publisher.

Reason is, he's so stocked with

current books he can't carry back

lists. Thus his big gets nearer de-

ling the newsstands every day.

Some publishers spotting this

have switched completely their bal-

anced lists and gone into quantity

production of modern fiction. They

don't advertise or push any spec-

ific item. If the public likes one

they push it. Otherwise it's in and

out in thirty days.

Against these pushcart-minded

publishers are the old houses which

pounce on any easy dough from

their back lists. Fees here run in-

credible scales.

Scribner's may want \$50 for a

reprint of an 8,000-word Larimer

story and \$20 for a fourteen-line

sonnet by Henley—a guy dead forty

years. Dodd Mead may even top

that and ask \$50 for a two-page ex-

cerpt of a Stephen Leacock item.

Another publisher may say \$10 is

plenty for 4,000 words of a name

writer.

Writers like C. K. Chesterton, E.

G. Woodhouse, and Morris Worme

tell their agents and publishers to

charge nothing for reasonable re-

prints. Sometimes the publisher

says okay, sometimes he still in-

sists on his half of the cut.

Oddly, English publishers and

authors are far more liberal-minded

and wiser to the trailer value of

excerpts than Americans. None of

them seem to have picked up the

printed questionnaire craze of the

American houses.

The writers themselves don't

usually like nicking another writer

for an excerpt, either figuring the

reprint as a show-window, trailer

or teaser with some goodwill tossed

in.

In brief, authors seem more

awake to publicity value of fellow

authors who really like their work

than publishers are—giving rise to

the old belief that publishers are

only interested in selling books not

nurturing writers. This goes for

old or new line publishers.

Not So Important

An inconsequential book is 'The Conquest of a Continent' by Madison Grant (Scribner's).

It's supposed to prove the superiority of the Nordic race over all others, containing considerable interesting information and considerably more illogical and inconclusive thinking. He's written other books previously allegedly proving how much greater is the 'race' he comes from or belongs to. None of them got to first base. Unless Mr. Hitler in Germany makes the book read by his worshipping masses, it's hard to likely the book will sell importantly.

WHO

IS . . .

"Speed Martin." Broadway wiseguy, gunman, gambler?

Read THE BROADWAY WOLF!

W. H. O. . . shot . . . Ross Arnold, . . . gambler, life story.

Read THE BROADWAY WOLF!

W. H. O. . . Is the man who makes his true identity beneath the anonymity of "O-O-O-O-O." Who does write ONE OF THE GREATEST STORIES OF THE BROADWAY ROGUES AND RACKETEERS?

Read THE BROADWAY WOLF!

NOV. 11TH ISSUE

Now On Sale

DETECTIVE FICTION

WEEKLY N.R.A.

10c

Best Sellers

for the week ending Oct. 28, as reported by the American News Co., Inc.

'Anthony Adverse' (\$3.00) By Hervey Allen
'One More River' (\$2.50) By John Galsworthy
'Ragion Murder Case' (\$2.00) By S. S. Van Dine
'Oil Lamps For China' (\$2.50) Alice Tisdale Hobart
'Vanessa' (\$2.50) By Hugh Walpole
'Bonfire' (\$2.50) By Dorothy Canfield

Non-Fiction

'Life Begins at Forty' (\$1.50) By Walter B. Pitkin
'More Power to You' (\$1.75) By Walter B. Pitkin
'100,000,000: Future Pies' (\$2.00) By Arthur Karpman
'Ah, Wilderness' (\$2.50) By Eugene O'Neill
'Marie Antoinette' (\$2.50) By Stefan Zweig
'Poor Splendid Wings' (\$3.50) By Frances Winwar

Giving Pies a Break

Both St. Paul evening rags, 'Dispatch' and 'Daily News', which recently upped their subscription rates 33%, have expanded their picture departments.

Monday (16) 'Dispatch', for the first time in its 72 years' existence, has added the beginning of a new daily feature: a full page of pie news and gossip.

Kathryn Gorman, the rag's crick, contributes about two columns every day, drawing a by-line for the stint. Only other regular feature, besides the ads, is the Pawcett syndicated 'Screen Oddities'. Some observers believe the 'Dispatch' lead, the 'News' trotted out Monday (23), page titled 'The World of Amusement.'

Although Gerald A. Smith is the 'News' crick, it's J. O. Meyers, rewrite man, who gets the only local by-line on the page, with a half-column of copy.

Another Triangle

Comment among publication men is favorable to 'News-Week', which is attempting to plow the same ground (but different furrows) that 'Time' has dominated for several years. 'News-Week' has the reputation of going deeper into the news and performing more independent reporting on its own than is apparently the custom of 'Time'. Some observers also believe 'News-Week' is giving better human interest slants, with 'Time' carrying terseness to the point of stinginess on details.

Meanwhile, under new editorship 'The Literary Digest' is striving with some success to lighten its stuff.

Just for Girls

Greenberg, publisher, has another department store book to follow up on his cook book. It's a 'Hand Book for Girls' and is out this week with Bloomingdale's supposedly publishing in New York, Kresge's in Newark, Abraham & Straus in Brooklyn, etc.

As the cook book promotion, books are sold in bulk lot to department stores, one in each city, allowing the store to sell it cheaply for profit plus publicity. The cook book was the first in the series, being the national best seller for 1932. Macy's sponsored it in New York and placed one order for 10,000 copies which is thought to be the largest single book order in publishing history in the United States.

Negro Daily

Colored Harlem had its first daily newspaper, a pretentious six-day tab, called the 'Daily Citizen'. Reported as sponsored by Alderman Fred W. Moore, local colored politician, and publisher also of the 'New York Age', a weekly, Moore or the others behind the paper floated a \$25,000 stock issue to get it going. The stock not all subscribed for, but it was decided to go ahead with the sheet anyway. First issue appeared last week. Nominal head of the company which is publishing the 'Daily Citizen' is William M. Kiley.

Playing Safe

'American Spectator' isn't going to have a book review column after all. Ernest Boyd was supposed to start one, but the boys and girls got together and decided they could nicely do without it.

Maybe there are too many authors on the editorial staff of the paper who get out books regularly. It would have to be log-rolling or else.

Penny Sport Sheet

New weekly sports newspaper, 'Sporting News', now on Los Angeles newsstands. Sheet is edited by Hans Norton, formerly with 'Record', and is exploited as only penny sports paper in the west.

Insiders

Cortland Fitzsimmons, sales manager for Viking Press, as a novelist, recalls that many other scribblers secured their first contacts with publishers from inside, rather than outside, a publisher's office.

Perhaps the foremost scribbler who started off inside looking out is Louis Bromfield. He used to write the same kind of blurbs for the books of others as are now written for his own work.

Another is Manuel Komroff, who labored for the old Liveright concern before he decided to do some scribbling himself. Still another is Ben Loden Burman.

While these gave it all up for writing as soon as their first novels were published, others, like Cortland Fitzsimmons, continue their publishing connections and their scribbling as well. A notable example is Ordgen Nash, the rhymester, Nash, when not turning out rhymes, is advertising manager for Farrar & Rinehart.

'Panorama' Unreels

First (Oct.) issue of 'Panorama' gives eight pages of solid reading, with no advertising. It's good stuff for the intelligent and as so difficult for the semi-intelligent as most would-be highbrow mags. Carries a number of good writer names and not in the saddle on a hobby-yet.

Number one gets an odd break in that the lead article is a discussion of Hildegarde, written by Havelock Ellis, with an addenda in the announcement of the murder of the Spanish republican by her own mother.

Edited by Dr. Isaac Goldberg and published from Boston at a buck a year, so long as it remains a monthly.

Four in One

Hervey Allen's 'Anthony Adverse' has him wishing he could pull a Morgan and shift his losses on to 'Adverse's' gains. Book took him four years to write, but his income tax isn't being spread over four years. To Washington's way of thinking, he's due for a sock tax. But he argues it ought to be figured at ten C's a year for four years with another ten yards deducted for side tucks and overhead.

Held for Holiday

Farrar & Rinehart had to postpone 'A Book of Americans'. Due for publication on Columbus Day, they couldn't get this ready, so they're holding for the next holiday, Armistice Day, and ill publish it then.

Book is by Rosemary and Stephen Vincent Benet, and has a lot of illustrations which slowed up production efforts. It's to have a limited first edition (already oversubscribed) and seems to have considerable pre-publication demand.

Another

West Side section of Manhattan is to get its own community publication soon in 'The Westsider'. Will be a magazine in newspaper form, according to its sponsors, with publication semi-monthly at first. Trio who are to get out 'The Westsider' are Alfred P. Bergh, Gerald Ford and J. Carleton Beal. Last-named is not to be confused with the book . . . Carleton Beals.

On His Own Again

Like Percy Crosby, the 'Skipper' creator, who after publishing his own books on his own found a publisher, only to lose him and become his own publisher once more, Upton Sinclair is again his own publisher.

Appears that the Sinclair exploitation, possible only when he is his own publisher, creates attention for his books a d makes sales.

Fowler's Clicker

Gene Fowler has a best seller in 'Timber Line' (Covici, Fried, \$3), or it should be. It's the story of Bonfils and Tammen upon whom Lou Goldberg (Lewis Graham) fictionally dwelt recently in 'The Great I Am'.

But Fowler's is a true story, colorful, complete and authoritative. One has but to read part of it to be convinced thereof. Himself a Denver Post alumnus, and of Colorado family stock, Fowler's transplanting to Fire Island, N. Y., hasn't turned him away from an innately fealty to the silver state.

Fowler has remembered much and unearthed more. He hasn't missed anything or anybody in this saga of the two who were destined to become empire builders. He writes about and around Tammen and Bonfils, and states as an effective and interesting, perhaps the corollary incidents a bit more so. Fowler, as in his 'Great Mouthpiece', the saga of William G. Fallon, evidences himself ever the good reporter.

He knows how to present his stuff and it will grip any reader once started. It's a great book for newspapermen and show folk without being the usual meller stuff. It's vivid and breathes with an undeniable zip and go that clarions authenticity in almost every incident.

Covici, Friede must know what they have. Prior to publication 'Timber Line' went into a third edition. It'll be one of the big books of the season.

NOT QUITE IT

Madeline Woods evidently seeking to imitate Thorne Smith's riotous and rowdy style in her 'Scandal House', one of the first publications of Julian Messner, Inc. She doesn't quite hit it off, largely because she piles it on a bit too thickly in her story of Gussie Schmidt, who was born in an alley, but married a baron on the Rhine and, as the Baroness von Strotz, conducts a beauty and reducing salon for Park avenue and Middle Broadway.

It's a brisk, frequently entertaining lowdown on the beauty culturists, neatly larded with obese ladies without clothes and working toward a romantic complication, which is chiefly where the author falls down. Her work is promising, but she has taken on too big an order for a novice writer, and doesn't quite swing it in her first attempt.

Par P.A.'s Chores

Vincent Trotta and Cliff Lewis have given Grosset & Dunlap perhaps their best seller in the \$1 series of 'Minute Books'. The Paramount Pictures' p.a.'s tome is titled 'Screen Personalities', a highly attractive series of thumbnail sketches giving one-minute biogs on the sundry studio satellites (Par and others), illustrated by artist Trotta and authored by publicist Lewis.

It's a fan stuff but isn't written down to them too much. There's enough factual material in the very sketch to interest the small-town city editors. Trotta's sketches are excellent and as an illustrated feature it suggests itself as a good syndicate proposition for general consumption.

In the Money

At a luncheon in Chicago, a check for \$10,000 was tendered to Mrs. Colin C. Alexander, the wife of an English professor at Baker University, first prize in a contest conducted jointly by 'Pictorial Review', the mag, and Dodd Mead, the book publishing company, for a best first novel. Mrs. Alexander's was selected out of some 2,000 manuscripts submitted.

Its called 'Candy', and about colored folk in South Carolina, where the authoress was born and raised. 'Candy' begins serialization in the February 'Pictorial Review', and will come out in book form next fall.

College Contest

A short story contest for college students is being sponsored by 'Story'. First prize is \$100, second \$50 and all yarns submitted considered for publication at regular terms.

To hold the thing down judges at all the universities will hold entries from each school down to two stories, although all registered students are eligible to compete. Contest closes April 15, 1934.

New Coast Mag

New amusement sheet, 'Four Star Weekly', is out. Covers Hollywood amusements and is published by Four-Star Weekly Publishing Co. E. W. Scott is editor and D. S. Scott assistant.

'The Editor' Dead

James Knapp Reeve, founder of 'The Editor', which for many years was the counsellor and friend of the novice and practised writer alike, died in Franklin, Ohio, Oct. 26. He was 77 years of age.

For years 'The Editor' was the leading trade journal of the writing craft, offering invaluable market advice and general information. In its later years Reeve lost control, moving from Ridgewood, N. J., to Ohio, where he continued his individual literary criticism and helped until the time of his death. 'The Editor' was not the same following his retirement and is now completely forgotten save by those who recall their debts of gratitude to the original publisher.

Fog Murray in Pix

Fog Murray, whose cartoon appears in the N. Y. Sun and other papers, is gathering material for a cartoon series on oddities of motion pix.

The pix cartoons will be syndicated by Murray, with latter claiming \$2 dailies lined up.

Mrs. Briggs' Book

Marie C. Briggs, widow of Clare Briggs, is writing the closing chapters to her novel, 'Coin in the Realm', in her home town, Fort Wayne, Ind.

Chatter

Helen M. Persons of Rochester, N. Y., author of the Nancy Pembroke series under the pen name Margaret T. Van Eyke, has written a new juvenile, 'Finding the Lost Treasure', published by A. L. Burt & Co.

Florence Ryerson editing series of letters which passed between her father and Theodore Roosevelt. They go into the January issue of Phi Beta Kappa.

Charles Keith is finishing a new novel to be titled 'Skeleton in Scarecrow'. He's one of the many writing Metro-Goldwyn publicity acrobats. Barbara Allen Shoemaker has published a collection of her poetry herself, under the title of 'Dreams by Day'.

Surprise success of 'Sailor, Ware!' caused Farrar & Rinehart to push publication of the play through the presses.

The 'New Masses' goes weekly around the first of the year, with a heap of changes both in make-up and staff.

Mme. Yvonne de Saint-Cyr will come over from France for the publication of her book, 'Madame Tachiti', here. Means at least one free luncheon for the literary mob.

Philip Ainsworth Means scrambled for South America to get the lowdown on Spanish rule there for a new book.

For those afraid to pick up all of Hervey Allen's 'Anthony Adverse' because of a possible rupture, Farrar & Rinehart will issue a two-volume edition of the book.

Gertrude Stein's autobiography does so well, her 'The Making of Americans' being dusted off for a new edition.

'American Spectator' is a year old.

Golden Book' is letting a different name scribbler select the content of the mag for each issue.

Branch Cabell has delivered a new novel to his publisher. In Hollywood bureau of the World-Tele.

Outstanding Programs

(Continued from page 40)

organist, and others; 3:30 p.m. KLZ.

TUESDAY (NOV. 7)

Joella Driscoll, books Co. Ray Webster, Bob Harper, Jay McCormick, soloists; 6:16-6:30 p.m. exc. Sun. KLZ.

Stagocoachers, Chas. Scheurman, director; 10-10:30 p.m.

WEDNESDAY (NOV. 8)

Corda Pison Rings, Ruby Ricketts and Jack Dean, soloists; 12:30-12:45 p.m., Mon., Wed., Sat. KLZ.

University of Denver Study Highlights, 'Astronomy With Large Instruments, Prof. Albert Reicht; 4:45-5 p.m. KOA.

Denham Theatre stage show; 6-6:30 p.m., Wed.; 4:30-4:45 p.m., Fri.; 3:30-4 p.m., Sun. KLZ.

Aeroplan Ballroom orchestra, Lu Morgan, director; 11:30-12 p.m., Wed., Sat. KLZ.

THURSDAY (NOV. 9)

Farm Question Box, Geo. Wheeler, managing editor 'Western Farm Life'; 12:30-1:45 p.m. KOA.

Edelweiss Night Club orchestra, Jerry Pettif, director; 11:30-12 p.m., Thurs., Fri.; 11-11:30 p.m., Wed., Sat. KLZ.

Going Places

By Cecelia Ager

Rhapsody in Hales

Younger generation hot-cha, Alice Faye at the Capitol. Younger generation allure, assurance, ease. No forcing the glib rhythms, no striving for the wise, harmonies that roll sure and true from her mike. A talented youngster with a pleasant flair for song delivery, a natural style precocious enough to sidestep fireworks and glow with steady warmth instead. A slim, very blonde miss cuddled in crushed raspberry satin, wearing Lady Lou-like around her ears, swishing grown-up-like in a founce at the ankles, a picture of the current younger generation ideal.

A nice happy time for the Chester Hales girls, this week's stage show. Open the show with arresting, theatrical beauty, dance prettily on their toes, flutter into grace, full group formations. Introduce off. Nothing to do till next show. No rush for costume changes, no swift repairs of make-up, no waits for the next cue. But one ballet, but the knowledge that no other could follow those breath-taking costumes, watch their shimmering, slight. Long sleeved, long circular skirted white princess dresses, traced all over with a curly pattern of sequins. White coque feathers striking out smartly from the shoulders and sleeves, glistening white, slender, straight, white, wigs, and pink ruffled petticoats to give picture line to the busily swirling skirts, to frame in lush ways pinkness slender legs gayly kicking. Sparkle and freshness and femininity. A happy week for the Chester Hales Girls. Responsive missies, they look.

iffs, Limited

Edna May Oliver lends her supreme dignity and punctuating snuff to the mad proceedings that make up 'Meet the Baron,' and makes them that much madder. Plunged into a melange of wild comics, Miss Oliver, with her sure technique, her overwhelming poise, her shattering calm, offers telling contrast to the unbridled, over-the-top efforts of the others, high-lighting their efforts quite as unselfishly as she commands attention to her own. Her immensely funny seriousness, her majestic voice and grand manner build any scene she enters; she has only to snuff to make the scene fore, shrewd comedienne that she is, she snuffs but twice. Experience and her own instinct for timing have taught her the wisdom of economy.

Zasu Pitts comes off second best because she is not at home in rowdy farce. Her style of futile helpfulness flickers too timidly, and points usily here, to warrant the time allotted her. Fine for legitimate comedy, it hasn't the force and authority to compete with the robust explosions of slapstick insanity. Then, too, she's been assigned—such as it is—the love interest, which means plot, and plot means, in a 'Meet the Baron' kind of hodge-podge, only a hiatus of tedium.

Cuddie College, wherein most of the picture is laid, provides the opening for the big undress number indigenous to musical extravaganzas. 'Wearing Great Big Smiles,' it's called, and it all happens in the incredibly lush and modernistic shower room of the dorm. It's true, every one of the girls is wearing a great big smile, but whether more, the unusual efficiency of the sprays won't tell. This at least must be the ultimate in baptism by water. Darling daughters simply must not heed their mothers, if they expect to hold their jobs in picture chorus line-ups.

Viva l'Empire

Nestling shyly in the bewildering mysteries 'The Kennel Murder Case' is a dress that once made history, and could make history again. The Empress Josephine used to wear it, and look what the Marx Brothers did for her. Helen Vinson wears it now; true, she snafes only a couple of villains with it, but times have changed, and it's the villains who are heroes to the girls today.

This doubly-proved bit of enticement is a slip of white satin snugling softly about a good figure, bringing out in its bashful honesty the allure of a high waist with a flat diaphragm—when there are budding curves to surmount them.

Its wide V bodice is brought up in ends that tie at the shoulder, then slide instantly down a bit. In its simplicity it's the apex of the Empire mode, improved for contemporary habits by the modern absence of underpinnings, which have been discarded as a bulky interference to a fair display of nature's bounty.

Recalling Josephine reminded Miss Vinson of Napoleon, too, so she got herself another white dress, this with flat epaulets outlined with braided cords of the same material from which long white fringe hangs. She should never have remembered him.

Mary Astor has her old trouble with hats—just can't seem to find a crown that looks like it was made for her particular head. And with such a cameo profile, too, a face that has ought to be overjoyed at the opportunity to accommodate. Broad-shouldered suits were a good idea, but their coats hang down longer in front.

The Scottie and the Schnauzer are very well groomed.

Hardy Old Lady

'The World Changes.' Women don't chop wood any more, so what happens? Their hands grow soft, fit only to caress clandestine lovers. Hysterically they criticize their harassed husbands in the presence of their snobbish little children; no good themselves, they despise the wood-chopping mothers-in-law. Their daughters engage themselves to fortune hunters, whose broad comic-English silliness is apparent to no one but a wood-chopper. 'The World Changes' sees it all, cause and effect.

Aline MacMahon stands steady on the rich soil of her Dakota homestead, swinging her ax with powerful, rhythmic chops, a smile on her shining face, a song in her heart, busy, happy, healthy. So healthy, in fact, that 50 or 60 years later she can come to New York and wither Margaret Lindsay, her petulant granddaughter-in-law, and Patricia Ellis, her still more spoiled granddaughter, with one burning, contemptuous glance. She alone has vitality, for she alone has chopped wood. Mary Astor, her daughter-in-law, can stir up a terrific to-do, it is true, but only as the result of the last flare-up of a pampered, sickly mind. Jean Muir, a right pretty young blonde, belongs where the rugged, and therefore good, people live in the picture, because she stayed on the farm where her maternal ancestors, too, must have chopped wood.

Miss MacMahon, by force of personality, builds a characterization for herself out of straw writing. Miss Astor goes about her hysterics capably, compliments her interesting period costumes and fascinating costumes. Miss Lindsay meers swell, Miss Ellis does nicely by a white satin wedding dress, and Miss Muir can turn a fresh young face cameraword and evoke murmurs at its bland perfection.

Filmdom's 8-Hour Day

(Continued from page 5)

ceed in budgeoning the studios into submission on these vital matters, directors, of course, will hasten to form their own guild, now threatening around under cover with secret meetings held two and three times a week.

Strike Threat

The threat behind the hour limitation and script slashing demands will be a strike threat. It is felt by both actors and writers that their guilds now powerful enough to paralyze the industry and the general belief is that studios are aware of their potency.

The urge behind the revolution is about to be taken by the boys and girls who make pictures possible is found in the industry's NRA code, into which producers introduced clauses taking the limit off hours of work during the production of pictures.

The industry code, writers and actors feel, is all wet and dripping, and they propose to demonstrate its liquidity and at the same time dry-clean it a little.

Their demands for less hours of work and less work to do, they feel, are in accord with the spirit of the NRA itself, which has cut hours and work in every other industry but seems to have lost itself

Did You Know That—

Eddie Cantor's new 14-room apartment on Central Park West will have its own projection room...Rube Goldberg's father, aged 82, has just flown east from California...Roland Young has an odd fancy for collecting penguins...Gertie Lawrence has made the bit of her life in London...Ona Munson gave a luncheon recently for Phyllis Haver, Irene Delroy, Inez Courtney, Grace Menken, Harriet Hoxter, Mrs. Al Rockett, Bobbie Perkin, and Ellen Craven...and the thrill for the girls is Tonio Selwart, who gives a simply swell performance in 'Pursuit of Happiness'...Libby Holman pounds thinner than in her Broadway days...Harlan and Marian Thompson...and the English intrigue for that Beverly home...Kitty Morris (Berger) is recovering from an appendicitis operation...Mrs. Ely Culberson, at 'Her Master's Voice,' wore an attractive cape of black ostrich...Jack Klondike and Harold in Central Park...Barbara Newberry and Carl Randall staged the dances for the London version of 'Gay Divorce'...Mrs. Willie Morris, Jr., is being extensively entertained during her stay here...they say Doris Warner's popularity has led to her investment in 'Men in White' chuckles plenty at her sizable weekly returns...Gladys Glad was lovely in that silver fox cape, Sunday night, at the Winter Garden, and Ethel Merman was plenty striking too in black velvet with red sequin scarf and belt, worn with a black velvet tam...Hilda Gilda's busy these days with a new apartment...Wilda Bennett is still gorgeous...Ruby Jolson lunched at the other day in a lovely brown ensemble, beaver trimmed, before returning west.

In a maze of contradictions where the picture industry is involved.

And, knowing that public sentiment can't be lined up behind their reluctance to take pay cuts, creative workers are confident the public will support them in a stand for better working conditions.

15 YEARS AGO

(From VARIETY and 'Clipper')

(Continued from page 50)
weeks they got paid for the extra practicing.

Ringling Bros. show deserted Baraboo for winter quarters of the Barnum & Bailey trick at Bridgeport. Had bought the later, but not yet combined.

New York pic house managers charged with working in with free lot swindlers. Mostly the small show shops. Patrons got free lots but paid for the deeds to worthless land. Authorities on their trail.

ASCAP announced that it had cleaned up most of the litigation over the seat tax on copyrighted music. Getting surrenders at the rate of 10 or 20 a day.

50 YEARS AGO

(From 'Clipper')

(Continued from page 50)
but retained a few favorites for his afterpieces.

Troupe of handbell ringers were doing the ballet music from 'Sylvia' and getting away with it. But they played the sticks.

Rhea dedicated the Park, Cincinnati. She probably opened more new houses than any player of her day. House was electrically lighted.

'Begar Student' had a double premiere. First presentation in English by the McCall Co. in Philadelphia and in German at the Thalia, N. Y. Both clicked and op was long a standard.

George Castle was preparing to open an indoor circus in Chicago. Always a pet dream of showmen, but seldom lasting.

'Hercules in Hades, or the Gladiator's Dream,' was being advertised. A contortion act with effects.

Among the Women

By THE SKIRT

The Best Dressed Woman of the Week:

ROSITA

(among and Rosita, Palace)

Palace Unfurls Some lothes

Vaudeville. the Palace kept a fairly good si nearly 5 o'clock last Friday (27).

Rollins Trio, skating combination, has the girl in a white ruffled chiffon frock. Bodies is entirely of brilliants and served twice, as underneath was a pair of long-chiffon trousers having three rows of marbeau. The head dress is a latticed cap. The men wear long black sat trousers with white satin blouses and diamond belts.

Jean Sargent backgrounded her lovely voice with a gown of flat black crepe. Severely plain, its only ornament is a diamond buckle at the belt. Miss Sargent wears her dark hair parted in the middle showing the ears. Joan Davis, with St. Willis, is in a coral satin made in bias lines accentuating her comedy. A pretty blonde miss who should screen well.

Rosita, dancing with Ramon, is beautifully gowned. Her first dress is of a shade called at one time burnt onion. It's a very deep yellow made with a founce effect and trimmed with a black embroidery. The slippers are black backs with brocade vamps. Another dress is a vision of white chiffon. Made with full skirt the bodice is the newest high throat effect with no back and the entire frock is sprinkled with flowers made of white ribbon. A girl singer in the act is in a black gown trimmed with red flowers at the neck with cuffs and lining of red satin. Another girl is in pale yellow and coral. The men in the band are in lecturesque in grey velvet Goucho costumes and black boots.

iss Teasdale Can Wear 'Em

The old Roxy, playing 'Love, Honor and Oh, Baby,' proves what Eddie Buzzell can do with a comedy. Under his direction the Zasu Pitts-Slim Summerville combination is funnier than ever before.

Miss Pitts wears a series of simply made frocks on the cheap side due to the script calling for simplicity of dress. Verree Teasdale, with a Tashman colifore, wears more elaborate clothes. They were inexpensive but as worn by Miss Teasdale, who knows how to dress, they can be called stylish. A polka dotted ensemble with organdie collar and cuffs, is very good looking and in widow's weeds this young woman is charming. Lucille Gleason wears frocks of print design.

On the stage the Gae Foster. Iris do a number with huge white balls in costumes consisting of blue velvet trunks and green blouses trimmed in white. Small hats are of blue. An adagio dancer, in silver trunks with green armlets.

Short and Fair Enough

The length of 'Berkeley Square,' the picture, has shortened the stage show at the Music Hall this week. But not to any disadvantage. Paul Remor opens on a stage upon a stage. Footlights and everything. Following is a sea shore effect. A group of men and women are down stage with a huge moon in the background. They are costumed in the white wig period, but the lighting is so subdued that the color effect is lost at first. When it becomes sufficiently bright several animated tableaux are revealed, the women being in blue tulle hooped dresses shading to white.

The large chorus of dancers wear blue pants splashed with silver and touches of green. Discarding the pants behind some scenery, they prance forth in green velvet trunks with silver shoulder effects. With 36 girls in line it reminds of the old Hippodrome.

A Good Cast

Word is round that 'Ten Minute Alibi' is a nice little show. It will create no furor but it should be seen if only for its fine casting. Bramwell Fletcher, very much like Tommy Gray, is so fine an actor it's a mystery why he didn't do things while on the Coast.

The only woman in the cast is Daphne Warren Wilson. Miss Wilson, with very little to do, wears but two changes of costume. One is a purple cloth made with three buttons at the right side of the bodice. There is a sash and oddly enough, black shoes. The small hat looked brown. An American girl wouldn't wear that combination. The change was to a green suit, skirt, coat and orange scarf.

Better as a Picture

A. H. Woods' 'Move On, Sister,' at the Playhouse, is going to make a better picture than play. Mantle, of the 'Daily News,' calls it another 'Within the Law' and that's close enough.

Ray Bainter grows more like Ruth Chatterton every day minus the Chatterton affection. The part of the prostitute calls for plain dressing and Miss Bainter does her best to look the part. The first frock of black taffeta was made with the newest vogue in sleeves. A second change was of blue cloth made with a muslin jumper.

Studio Placements

(Continued from page 34)

Perry Evans, 'Seven Lives Were Changed,' Fox.
David Torrance, Bodil Rosing, Louis Payne, 'Mandalay,' WB.
Frank Puglia, 'Viva Villa,' MG.
Henry Travers, 'Death Takes a Holiday,' Par.
George Barbier, 'Miss Fane's Baby,' Par.
Charles Williams, 'Search for Beauty,' Par.
John Halliday, 'Woman's Man,' Mono.
Jesse Pringle, Samuel Hines, 'Sleepers East,' Fox.
Harry Myers, Shirley Temple, Kenneth. Powell, Mimi Lawlor, 'Frolics of Youth,' Ed.
Roscoe Karns, 'Search for Beauty,' Par.
George Davis, 'Catherine the Great,' Par.
Charles McAvoy, 'Miss Fane's Baby,' Par.
Noah Beery, 'Madame Spy,' U.
Charles O'Malley, 'Sleepers East,' Fox.
Gloria Fisher, 'As the Earth Turns,' WB.
Hardie Albright, 'She Was His Gal,' Premier.
Frederic W. Brown, Bodil Rosing, 'Mandalay,' WB.
Charles Sclion, 'Advice to Lovelorn,' 20th Cent.
Olive Tell, 'Catherine the Great,' Pa.
Karl Brown, scripting for Phil Goldstone.
Gene de Brice, Eddie Morgan, Lane Chandler, Allan Fox, Barlowe

Borland, Billy Van Every, Arthur Thalasso, 'I Am Suzanne,' Fox.
Edward Ward, orchestration and recording, 'I Like it That Way,' U-Bergerman.
Sam Ash, 'In Without a Room,' Par.
Gilbert Emery, 'Coming Out Party,' Lasky-Fox.
John Rivers, 'Sword and Cross,' Fox-Span.
Walter Liele, Douglas Scott, 'Overland Bus,' Col.
Clara Selwyn, 'Trouble Shooter,' 20th Cent.
John Beck, 'Trigger,' Radio.
Philip Cooper, kid actor, 'Viva Villa,' Metro.
Ben Harrison, scripting 'Upperworld,' WB.
Robert Lord supervising 'Upperworld,' WB.
Edward Martindell, 'Moulin Rouge,' 20th Cent.
Harry C. Bradley, Desmond Roberts, 'Mandalay,' WB.
James Durkin, 'Massacre,' WB.
Una Merkel, Agnes Anderson, Roscoe Karns, Leslie Fenton, Niles Welch, 'Comeback,' Metro.
Frankie Darro, 'No Cannons Roar,' Col.
Antonio Moreno, 'Cardboard City,' Fox-Span.
Charles O'Reilly, lepers East,' Fox.
Ben Hendricks, Jr., Pauline Brooks, Russell Powell, 'Transcontinental Bus,' Metro.

East

Federal judge refused Mrs. Agnes Huddell damages for a boat accident holding that a woman has no business wearing three-inch heels on board ship.

Estate of late David Belasco nets \$124,144 according to transfer tax appraisal filed last week. His daughter, Reina, Mrs. Morris Gest, principal beneficiary.

License Commissioner Levine blames managers when he tells Chicago Lobbies union he has power to shut theatres for lewdness without waiting for a jury trial. Can go ahead on his own.

So many hurt at Mad. Sex. rodeo that management devoted Sunday's (29) receipts to the injured.

Jack deRuyter puts in a reply to Peggy Rich's balm suit. Asks how he can be expected to marry her when the N. Y. Supreme Court told her not to when she was divorced. Technically it's a legal defense.

Florence Moore was defense witness for Francis P. Fox, charged with arson in the Miró (L. I.) court. She testified that she was with her father others at a country club at the time the fire in his home is alleged to have been started.

Stage wedding added to the other ropings at the rodeo Oct. 25 when Rita Crawley and Gene Autrey, horn riders, were spotted in the arena.

Edwina Booth brings suit in N. Y. Supreme court against Metro, alleging the company is responsible for her illness which incapacitates her for work. Trouble started when she had to take sunbaths daily on the trip from Naples to Lombassa, to acquire a tan for "Trader Horn."

Also mentions lack of a sun helmet, cuts while barefooted and a fall from a tree.

Arrest & Rosen comply with Equity demands and "Blithright" is in rehearsal.

J. J. Vincent to London to look over some plays on which he has options.

Lucille Williams (Jew's Malin's widow) a witness in the grand jury hearings against Robert Barbour, Jersey politician. Case obscure, but hinges on the alleged whipping of Rita Martini.

Junior Durkin comes to town and into rehearsal of "Growing Pains". George Abbott is latest director of "Trip to Pressburg".

Paperhangers in Rockefeller center go on strike when asked to slap paste on German newspaper. Refuse to violate A.F.L. boycott.

Florence Normand, former chorus girl, held under Sullivan act when police invaded her apartment in search of the boy friend. Found a gun, instead.

Dr. Jos. Safan, who says he took 14 pounds of Nanette Guilford, of the Metropolitan, is suing her for \$1,000, alleging that she paid him a 90-day note for his services. Summons tacked to the door of her hotel room. Singer says she's still working on that 14-pound excess, but with another reducer.

Label printers anticipate orders for 500,000,000 liquor labels, but a corresponding number of bootleg orders. On new safety paper.

Alfred J. McCosker, former manager of WOR, now prez of the Bamberger Broadcasting Co., vice Edgar S. Bamberger.

Gerald Hanchett will boss the "Sunday Nights at Nine".

License Commissioner Levine called on John H. Breen, of Levine and Star-theatres to report on their cleaning up. Also had inspectors tab up the burlesque shows at these houses. Has 14 shows on carpet.

Mrs. Marie K. Droga taking \$50,000 heart balm of the former Sara Carr, showgirl, now the wife of Joe Smith, of Smith and Dale. Mrs. Droge in her own right recites that Mrs. Sulzer (Smith's real name)

Jack PEARL and Jimmy 'Schnozze DURANTE' in "MEET THE BARON" on Stage RUDY VALLEE

APRIL 10 ON STAGE RUDY VALLEE

News From the Dailies

This department contains: ritten 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.

Coast

pursued William Droge "whenever and wherever she could find him".

Harling & Blumenthal and Jack Shapiro, of the Apollo Realty, last bought the Casino theatre (formerly the Carroll) from the Mutual Life Ins. Co. for \$2,000,000 last week. Shapiro built the house.

Grover Whalen, local NRA administrator, asked by Washington to check up on the ticket brokerage situation here with special reference to the recent flare up. Two brokers, Purcell planning "Choccolate Soldier" back on Broadway for a romp.

Although reported to have turned "Wesley" Ohio back to its authors, Theatre Guild is now reported to be considering it again, due to "Ah, Wilderness".

William O. McGeehan, Broadway sports writer, critically ill of a kidney trouble in a hospital at Brunswick, Ga. Had been visiting Wilbert Robinson at Dover, N. H. Does give him an even break on recovery.

Brook Pemberton reported to be completing picture production in New York. First may be by Zena Gale.

Adelaide Gloria, of the dancing Glorias, suing Francis X. Xiques, Cuban, for \$50,000, alleging assault at a Long Beach (L. I.) hotel. Last summer she was in a car wreck.

Jane Cowl being propositioned by Theatre Guild for O'Neill's "Days Without End".

Federated Motion Picture Commission finally ends the KYW argument. Permission given Westinghouse to move station from Chicago to Philadelphia.

Interference with New York and Balto.

Adelaide—Hall, Negro singer, brings Lawrence P. Minney, singer, over the double she has had through the purchase of Bernard K. Marcus' home in Larchmont. She alleges Minney represented himself as a N. Y. River, whereas, she says, he has been disbarred. She asks for a title to the property and an accounting of the funds in Minney's possession.

Bond Building filling up again. Three booking offices, a manager and two song pub concerns move in.

Princess Irina Yousouppoff brings suit against Alvin Karpis. Alleges that the film "Rasputin" libels her. She explains she's recognized as the Princess Natasha of the film through which she reads she has been held up to "trial and shame".

For that she is asking \$2,000,000. Chas. MacArthur, author, and Richard Boleslavsky, director, are joined in the suit.

Meier Wessal, who produced the pageant "Romance of a People" here, has gone to London to negotiate production rights in the play. Will seek collaboration with Max Reinhardt.

Ann Erskine, 17, daughter of the author, is to make stage debut in "Growing Pains".

Following up the fight to put city employee bands out of competition with unemployed bands, Edward Canavan, of the musical union, obtained from the Supreme Court an order directing the commissioners of police, fire and sanitation in West Side Court Thursday (26). Admitted he did not know of his relationship to his father until he was 17, and also admitted to having signed two letters which were in the nature of releases. Hearing set for Nov. 3.

Eve LeGallienne has acquired the rights to a new version of "Laila". For next season.

George B. Lukas, artist, found dead of heart failure in the doorway of a Sixth avenue apartment from which he was studying night effects for a planned painting.

The Players Club to hold a three-day memorial for Edwin Booth, Nov. 12-14.

If repeal goes through post office will prevent circulation of liquor ads in dry states.

Mady Christians made the star of "Divine Droge".

Practicing with a rifle in a canyon near the home of Chester Conklin, resulted in the arrest of three boys after one bullet entered through the Conklin bathroom, injuring a friend of the family.

Nina Wilcox Putnam, writer, must pay \$396 still due on the tuition of her son, the Black-Fox Military Institute, according to an order by the L. A. Municipal court.

Lillian Lane, actress, obtained a divorce in the L. A. Superior court from Rowland Wilson Reticker, Rev. Hills manager.

"Dorothy Devore must defend a suit brought against her by her ex-hubby, A. W. Mather, in which he charges to recover \$20,500 in cash and real estate, according to ruling of Superior court.

T. A. Shipman, Hollywood mail clerk assigned to pic stars, says Mae West and Mary Pickford are getting most fan mail.

Letters written to more than 100 members of the Hollywood film colony pointing out possibilities of kidnapping are being investigated by District Attorney Burton Fitts. Local insurance broker assertedly author of the letters.

Friends of Ben Jones, ex-projectionist in L. A., who was recently extradited as an escaped member of the Barker-Karpis gang, have received word that Gov. Blackwood, of that state, will hold a hearing on clemency sought by many in the film colony.

Thornton Wilder, novelist, is Hollywood's o.g. in the cinema spots. Striding into the apartment of Richard Widmark in Hollywood, two robbers bound up the writer and his chauffeur, and escaped with \$30.

Heather Angel, English actress, faced John Rivielli, 32, of N. Y., charged with attempted extortion. He claimed he was girl's ex-sweetheart. Actress said she did not recognize him.

Negotiations carried on for settlement out of court between Betty Boyd, pictures, and C. H. Over, Jr., broker, in London, as co-suitors.

Traffic Judge William McKee in Hollywood has issued a warrant for arrest of Mrs. Zeppo Marx, who she failed to appear in court on a speeding charge.

Maj. Charles H. Tobay, film technical director, has left Hollywood for N. Y. and London.

A thief stole a 1932 Alphonse Menjou's auto in Hollywood and stole clothing valued at \$200.

After a year in Spain, Edna Murphy, screen actress, is back in the States.

Mervyn LeRoy, director, is back in Hollywood visiting.

Sid Grauman, theatrical impresario, is back in a character witness for Dummy Herman, deaf and dumb Hollywood newspaper vendor, in his trial on charges of burglary.

Florence Kosloff, ex-screen actress, divorced from Louis Kosloff, orchestra leader, in the L. A. Superior court.

F. A. Pasenda, father of Louise Fazenda, film star, left an estate valued at \$600 and bequeathed it to his children.

Ronald Wilson, actor, whose plane crashed into a tree in Glendale, Calif., Aug. 22, pleaded guilty to careless piloting, a charge never before filed in the state.

Maureen O'Sullivan, screen actress, and John Farrow, novelist, are engaged to be married, but cannot make any definite plans for wedding until they receive a special dispensation from Rome. Barrier hinges on Farrow's previous marriage in Italy.

Helene Van Riper, the former Helene Moskova, Russian dancer, divorced from Harold Van Riper, N. Y. actor, in the L. A. Superior court.

Thomasina Mix, daughter of Tom Mix, actor, enters Sacred Heart academy in L. A.

Free being drawn up in Illinois legislature to bar nudists under penalty of \$200 fine and six-month jail sentence.

Hotel men offered to buy \$237,000 worth of 1934 World's Fair tickets.

Mary Baker Gump, singer, filed suit for divorce against Charles Gump on charge of cruelty.

World's Fair corporation last week from interfering with Parsian Life Class in the loop.

"Streets-of-Paris" concession cutting the crowd to a dime for the duration of Fair.

First robbery on Fair grounds netted \$200 with a money changer at a laundry being the victim of the hold-up.

Mid-West

Near northside to get \$100,000 nite club, to be managed by Cal Mount, world's fair concessionaire.

Rosita Carnation, fan dancer, lost \$25 when she failed to appear in the court, taking the 25 bucks out of her \$100 bond.

Joseph Sands, former credit manager of the 225 club, freed last week \$25,000 in bonds, but not \$25,000. Sands is under indictment.

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on charges of possession and disposition of \$28,000 worth of bonds, part of a mail robbery loot.

Mysterious fire broke out in the State Congress theatre last week following an explosion. Damage at \$2,500.

Emma Bucci, soprano formerly with Chicago Opera, was granted a divorce from Marcello Bucci, also a singer, on charges of desertion.

No license yet issued for Dixiana showboat on the river, though boat has been now docked for two weeks.

World's Fair corporation last week to amend by-laws, which would be necessary to open fair in 1934.

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CALENDAR OF CURRENT RELEASES

(Continued from page 34)

Kamaradschaft. (Asso. Cinema) (Ger). Sensational drama. Alex. Franach, Ernst Busch. Dir. W. G. Pabst. Time. 78 mins. Rel. Nov. 8.

Korvettenkapitän (Ger). (General). Military farce. 75 mins. Rel. April 1.

Laubekönig (Ger). (General). Farce. Dir. Max Obal. 80 mins. Rel. May 15.

Locke Zei. (Ger). (General). Musical. Richard Tauber. Dir. Max Obal. 80 mins. Rel. June 6.

Reichmann. 55 mins. Rel. June 15.

Liebling von Wien, Der (Ger). (European). Stolz musical. Willy Forst. 75 mins. Rel. June 15.

Geza von Bolvary. 75 mins. Rel. June 15.

Ljubav (Serb). (Serb). Drama. Life among the stars. Y. migrant. Rado. 75 mins. Rel. Dec. 15.

Luftsturm. Dir. Frank Melford. 60 mins. Rel. Dec. 15.

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M (Ger). (Foremco). Powerful dramatic study. Peter Lorre. In. Fritz Lang. 85 mins. Rel. April 1.

Marius (Paramount). (French). Musical farce. Dir. Alexander Korda. 103 mins. Rel. Jan. 1.

Man Brauch Kein Geld. (Capital). (Ger). Musical farce. Dir. Karl Böhm. Rel. Nov. 15.

Man a Man (Sp). (Inter-American). Western with music. Carmen Guerrero. Dir. Aracady Boytler. 60 mins. Rel. Feb. 23.

Men and Jobs (Russian). (Amkino). An American engineer looks at Russia. Dir. A. Macheret. 70 mins. Rel. Jan. 1.

Milady (General). (French). Sequel. Three Musketeers. 120 mins. Rel. Sept. 1.

Mond Über Morokko (Protex). (Ger). See Cing Gentlemen Maudit.

Morgenrot (German). (Protex). Submarine warfare's cruelty. Dir. Gustav Ucicky. 80 mins. Rel. May 15.

Moritz Mach. Sein Querschnitt (German). (Capital). Farce. Siegfried Arne. 55 mins. Rel. Dec. 15.

Namensheirat. (German). (Foreign American). Drama. Dir. Heinz Paul. 90 mins. Rel. Jan. 1.

Nec Listopadova (Polish). (Capital). Historical romance. Dir. J. Wærnecl. 85 mins. Rel. May 15.

On Domande Compagnon (Fr). (Auten). Musical romance. Annabella. Dir. Joe May. 55 mins. Rel. June 1.

Paris-Begyn (Protex). (Fr). Musical. Jane Marnac. Dir. Augusta Genina. 80 mins. Rel. Dec. 15.

Patriots. (Rus). (Amkino). Dir. B. Barnett. 80 mins. Rel. Sept. 15.

Poll der Carotte (Auten). (French). Drama of adolescence. Harry Baer. Dir. Julien Duvalier. 90 mins. Rel. May 15.

Rotemidn (Rus). (Kinematograf). Sound version of Eisenstein's classic. 70 mins. Rel. April 4.

Return of Mathias (Worldkino). (Russian). (Yiddish). Comedy. Shipps and Milman. 72 mins. Rel. April 1.

Scampolo (Kinematograf). (Ger). Cinderella romance. Dolly Haas. Dir. Hans Steinhoff. 93 mins. Rel. April 1.

Schutzenkonig, Der (Ger). (Bavaria). Max Adalbert. Greti Theimer. Dir. Fritz Seidel. 80 mins. Rel. April 1.

Shame (Amkino). (Rus). Problems of new Russia. Vladimir Gardin. Dir. Sergei Yutkevitch. 75 mins. Rel. March 1.

Sohn Der Weissen Berge (Capital). (Ger). Alpine drama. Luis Trenker. 120 mins. Rel. Dec. 15.

Song of Life (Ger). (Grabbed English). (Emmy). Art and photography predominant. Dir. Granowsky. 70 mins. Rel. April 1.

Soviets on Parade. (Rus). (Kinematograf). Historic record of current Russia. 55 mins. Rel. Feb. 1.

Theod. Koerner (Ger). (General). Historical drama. Dorothea Weicke. Dir. Henri Diamant. 75 mins. Rel. May 15.

Trois Mousquetaires. (Ger). (General). Musical. Martha Eggerth. Johannes Meyer. 85 mins. Rel. May 15.

Trois Mousquetaires. (Ger). (General). Duma's classic with songs. Dir. Henri Diamant. 75 mins. Rel. May 15.

Ulan! Ulan! Chlopie Malewani (Polish). (Zbyzsko). Musical comedy. 75 mins. Rel. Jan. 1.

Ulka (Capital). (Polish). Life of the newsoys. In. Alexander Ford. Time. 75 mins. Rel. Aug. 25.

Vincent. (Amkino). Murder drama. Nancy Torres. Dir. John Auer. 75 mins. Rel. Feb. 17.

Victoria und ihr Hussar (Kinematograf). (Ger). Viennese operetta. Michael Bohnen. Dir. Richard Oswald. 90 mins. Rel. April 1.

Wanderparadies. (Ger). (Capital). Musical comedy. Charlotte Susa. Dir. Aml. Dir. George Rolland. 70 mins. Rel. Oct. 15.

Whither Ger. (Kinematograf). (German). Di culties of life. Hertha Thiele. Dir. S. T. Dudov. 71 mins. Rel. April 15.

Yidish Techer (Yiddish). (Quality). Old-fashioned Yiddish drama. Yiddish Film. 75 mins. Rel. May 15.

Yidish (Yiddish). (Gloria). Revamp of silent. Maurice Schwartz. Dir. S. Goldin and George Rolland. 80 mins. Rel. May 15.

Yorck (German). (Protex). Historical drama. Werner Krauss, Rudolf Forster. 120 mins. Rel. Dec. 15.

Zapfenstreich Am Rhein. (Whitney). (Ger). Musical farce. Charlotte Susa. Dir. Jaap Speyer. 90 mins. Rel. Feb. 1.

Zirkus Lebel. (German). (Foreign American). Circus drama. Liane Hal Dir. Heinz Paul. 70 mins. Rel. Dec. 15.

Amkino, 723 Seventh Ave. Associated Cinema, 154 W. 55th. Bavaria Film, 25 Spruce St. Capital Film, 1900 Broadway. Embassy Films, 723 Seventh Ave. European Film, 154 West 55th. Filmchance, 506 Madison Ave. Foreign American, 111 West 57th. Foremco, 1560 Broadway. Garrison Films, 723 Seventh Ave. General Foreign Sales, 723 7th Ave. Germania, 22-33 19th St., Astoria. Gloria Films, 630 Ninth Ave. Inter-American, 50 East 43d.

Internal Cinema, 1490 First Ave. Interworld Films, 1450 Broadway. H. Hoffberg, 723 Seventh Ave. J. Hoffberg, 723 Seventh Ave. Kinematograf, 723 Seventh Ave. Madison Pictures, 111 West 57th. New Era, 680 Ninth Ave. New York, 723 Seventh Ave. Protex Trading, 42 E. 58th. Quality Pictures, 630 Ninth Ave. Ufa, 723 Seventh Ave. J. H. Whitney, 350 East 72d. Worldkino, 1501 Broadway. Zbyzsko Film, 274 Madison Ave.

New York Theatres

Wed.-Fri., Nov. 1-3

81st ST. ONWAY

86th ST. AT LEX. AVE.

Robert Young in "Saturday's Millions"

Also at 86th St. "Her Furthest Past"

LOEWS

25th MON.-FRI.

IN PERSON

HELEN MORGAN

and other Headline Artists

On the Screen—Glennaua COLBERT

In "Torch Song" with Baby Le Roy

Jack PEARL and Jimmy 'Schnozze DURANTE

in "MEET THE BARON"

On Stage RUDY VALLEE

APRIL 10 ON STAGE RUDY VALLEE

Zukor's Inside Stuff

(Continued from page 7)

during the questioning by Rogers, much was brought out of primary interest.

Carefully inquiring into background of executives in Par prior to bankruptcy, together with settlements of contracts and replacements, Rogers built out of the Zukor testimony a picture that would indicate serious inner-Paramount politics had existed.

It was deduced, among other things, that S. R. Kent was dropped on an agreement to settle his contract for \$200,000 because he and Sam Katz could not get along, their differences finally becoming personal.

Rogers first brought that John D. Hertz, with little or no previous film experience, had been introduced to Zukor by Otto Kahn of Kuhn, Loeb & Co. Efforts were made to learn whether or not Kahn had insisted on this or not, Zukor saying it was felt Par needed a stronger and younger man as chairman of the finance committee, but that it wasn't intended Hertz's duties should extend beyond that.

Zukor arranged the terms of the contract, he said, but did not remember that anything had been said at any time in connection with Hertz's services gratis.

Starting with Kent, whose settlement of \$200,000 was negotiated for Par by Hertz, Rogers drew Zukor across the parade of outs from Kent down to Hertz, who was dropped when he attempted to expand his executive duties.

Saying that the Kent resignation, which, it was strongly inferred, was asked for by Zukor for the good of the company, the Par president said that Kent and Katz could not agree on how Par pictures were to be played by Public theatres, and that finally the Kent-Katz discord became personal.

Though saying he personally admired Kent, Zukor stated that it was decided that in view of the uper condition of the company with two executives at loggerheads, one had to go and the of the Katz-Kent duo, it was most likely Kent would be willing to walk out.

Following Kent's walk, in the spring of 1932, Par decided the company had spent a lot of money on negatives, the quality of which didn't measure up, and Jesse L. Lasky was asked to take a three months' vacation. He refused to do this, Zukor stated, with an investigation into studio conditions meanwhile started, and Katz was allowed to temporarily take over production shoes at the home office.

Lasky, Schulberg.

At about the same time that Lasky was asked to take the three months' leave which resulted in his quitting, the Par president said they decided that production of 60 pictures annually was too much for E. P. Schulberg and a settlement was made with him as a result. Zukor said, however, that six or eight pictures, as Schulberg was contracted to make instead, was a good risk. Of the \$300,000 settlement with Schulberg, \$200,000 was paid at the time and \$100,000 owing was subsequently cancelled.

Zukor said that he didn't recall the exact conditions of the new Schulberg contract but the \$10,000 cancellation was possibly in lieu of the arrangements making him an associate producer.

From this point, Zukor told of Katz's resignation in the fall of that hectic year (1932), following disagreement by Katz over the policy of decentralization adopted. Then Hertz tried to step in as the New York production department head, wanting to decide what type of pictures were to be made and also assuming authority over the advertising department, Zukor said, for which it was felt he did not have the necessary experience. Hertz stepped out early in January, 1933. As to resignation, Hertz, then legal head of Par, Zukor stated he believed Ludvig quit to enter private practice.

Zukor stated that Emanuel Cohen became the head of production finally after having been delegated by himself (Zukor) to investigate into studio matters at the time of Lasky's regime. Rogers eventually drew out that Cohen's previous experience had been as a writer, not a manager, and in the production of shorts.

Hertz stepped in to fill the functions of Katz on latter's resignation for a brief period before he himself was forced out. Taking over the

Katz production duties was at Hertz's own suggestion, said Zukor, in drawing one of the big laughs of the session. When asked if he didn't feel that Hertz in that capacity was not to the best interests of the company, Zukor had the bunch laughing again, saying, "It struck me that way."

After going over the \$13,000,000 hooking deal, with Zukor admitting he had participated in discussions at the h.o. in that connection but not with the bankers, Zukor was asked about various stock repurchase agreements.

Zukor on Stock Repurchasing

Questioning on stock repurchase plans differed from any to date in that Rogers sought to show that Par, by these agreements, permitted overhauling liabilities in buying theatres whereas the condition of Par at that time and its standing in the stock market had never made an issue of additional common preferable.

Although securities had been frequently floated up to that time, Zukor still insisted Par thought the stock repurchase deals were sound business, based on appraisal of the stock at that time.

Before Rogers questioned as to issuance of stock, finally eliciting from Zukor that a healthy market existed for the stock, the Par president had stated the stock repurchase plan, guaranteeing securities at \$75 to \$85 a share, was the only way the acquisitions could be made.

Properties acquired in addition to Kunsky, Great States, Dent, Rickards & Nace and other theatre circuits, a CBS stock interest in Columbia Broadcasting. Zukor was asked why this interest was purchased. He stated that Par believed at that time (1932) that broadcasting might make inroads on theatres and that an association of two would mean protection. Zukor said a CBS repurchase plan, the stock was to be picked up by Par between March 4 and 11, 1932. On demand of CBS this was done, Par returning to CBS its stock interest in the radio chain.

In connection with the CBS deal, Zukor sought to show that justification Zukor had in voting to buy back the stock at \$85 when it was then selling for \$7 but was overruled in this and other details concerning the transaction after Rogers pointed out that trustees are looking into those angles on repurchase agreements and two points will later have to be cleared up. These points are whether the stock repurchase transactions were bona fide and whether, on the CBS buy-back, Par had ample surplus for the purpose. (Some time ago Ralph A. Katz had stated that the return of Par's 50% interest to CBS was a paper deal.)

Zirn attempted to attack a Paramount balance sheet which he charged did not list the \$12,000,000 involved in stock repurchases as a liability. This was also ruled against.

At the Friday (27) hearing, Zukor was first questioned by Izzeles of Root, Clark & Buckner, representing the Par trustees.

After revealing his age as 60, Zukor traced his history from the penny arcade days 37 years ago up to time of the bankruptcy, among other things identifying numerous documents in connection with bond issues, financing, etc.

Loew Truce

In addition to what has already been touched upon, Zukor was asked about the agreement of 1927 with Realty Associates to build a group of theatres in the Greater New York area. Also cross-examined by Root, Zukor stated that Par decided to build after they were unable to get together with Loew's on Par product in that circuit's houses but after starting construction, the Loew-Par differences were patched up by a 10-year product franchise.

As a result, the Par head said, the Par, Brooklyn, was retained by Public and the Pitkin, Valencia and Kings theatres were turned over to Loew's.

Efforts to educate whether or not this deal also carried with it commitment by Par to play Metro pictures in other parts of the country were unavailing.

Par's trustee council asked Zukor about the A. C. Blumenthal settlement. Zukor said he didn't know the details, had nothing to do with the settlement and didn't recall the amount.

When Zukor was finally turned

over to Zirn at the afternoon session, Ref. Davis limited latter to one hour and the bondholder attorney, on conclusion of the hour, walked out in a huff.

Zirn first drew from Zukor ownership of 100,000 shares of Par stock, but failed in pinning the Par president as to whether this stock was pledged against bank loans or not. Zirn also wanted to know if Zukor had not voted for the \$13,000,000 bank plan in view of those loans, but objections to that were sustained.

Further than admission from Zukor that he voted favorably on that deal as well as organization of Delaware subsidiaries, repurchase agreement with CBS and that the Crayth, Gersdorf, Swaine & Wood firm of special counsel to Par had advised Zukor in these matters, Zirn got nowhere.

The fiery little lawyer tried to question Zukor concerning a relative who was on the Par payroll as physician to the company at \$35,000 a year (referring to but not mentioning by name Dr. Emanuel Stern, also dropped by Par in 1932). Zirn was ruled as being impudent when he asked Zukor whether he could read and write English. Referee would not permit questioning as to Zukor's present income.

Ralph A. Kohn and Austin C. Keough, latter Par's legal head, came down with Zukor but took no part in the proceedings.

Radio Directory

(ed from page 43)

Western Broadcasting Co.
Paramount Studios, Hollywood
Hempstead 4101
Guy C. Earl, Jr., President.
Naylor Rogers, V. P. Gen. Mgr.
Carl B. Nissen, Commercial Mgr.
Kenneth C. Orniston, Technical Supervisor.
Drury Lane, Program Mgr.
Wilbur Hatch, Musical Dir.

KMPC
(Beverly Hills)
MacMillan Petroleum Corp.
9600 Wilshire Blvd.
Creativeview 3101.
Jack Keller, gen. mgr.
Felsa Dilling, publicity.
Chauncy Haines, musical director.
Forrest Barnes, program mgr.
John McIntyre, traffic and production mgr.

KMTR
KMTB Radio Corp.
915 No. Formosa, Hollywood
Reed E. Callister, President.
L. W. Peters, Gen. Mgr.
Harold Horton, Prod. Mgr.
Salvatore Santolucito, Musical Dir.

KGFJ
1417 So. Figueroa Street
Prospect 1730.
Ben S. McLaughlin, owner.
Duke Hancock, Mgr.
Florence, Broadcasting Co.

KRKD
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G. Fretag, Gen. Mgr.
Del Lyon, Sales Mgr.

KTM
Pickwick Broadcasting
214 So. Vermont
Exposition 1281
Charles Wertheim, Pres.
George Marston, Manager.
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C. B. Juneau, Production Mgr.

KFAC-YFVD
Los Angeles Broadcasting Co.
645 Mariposa Ave.
Elroy 123.
E. L. Cord, President.
Tom Brennan, Gen. Mgr.

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(Stations KGO-KPO-KYA)
Pacific Coast
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Cottet

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H. J. Saxon, Chief Engineer.
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Lloyd E. Young, Production Mgr.
Carl Schullinger, Dir. Artists Bureau.
Kenneth Flett, Musical Dir.
Meredith Wilson, Musical Dir.
Cecil Underwood, Prod. Mgr.
Roy Frothingham, Sales Promotion Mgr.

688 Market St.
Prospect 3456
Edward McCallum, Station Mgr.

KFRG
(Dick LaColumbia outlet)
1000 Van Ness Ave.
Prospect 0100
Fred Fabst, Dir. Lee Gen. Mgr.
Harrison Holloway, Station Mgr.
William Wright, Prod. Mgr.
Walter Kelsey, Musical Dir.

1380 Bush St.
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Julius Brunton & Sons, Owners.
Ralph Brunton, Mgr.
Ralph Smith, Prod. Dir.

Fair Inaugurates New Industry; Every Chi Layoff Turns Guide

COAST SEES 5c BEER

Cut-Rate Eastern Suds Drive Down Ante

Los Angeles.

Dumping Eastern beers on the local market, at cut-rate prices, has coast brewers putting on the heat, with the report going around that the coast-made stuff will soon be selling for a nickel a bottle. Majority of the eastern suds can be purchased at a dime, but a few of these beers are even hitting a lower mark.

Out-of-state beers retailing at a dime with two brands at 7c. Latter two have retailed at \$1.20 a case during bargain day sales.

Some major grocers favor handling the Eastern beers because of bottle deposits or returns are required. On all local stuff a 2 1/2c nick is placed on bottles.

Show Group Campaigns For Pecora's Election

Special theatrical committee has been formed to work for the election of Ferdinand Pecora, as district attorney of New York county. Show people without drawing party lines favor Pecora because of his interest in Broadway. Last season he was counsel for the combined committee which aimed to clean up Times Square, with conditions on 42d street the special objective.

Former Judge Frederick E. Goldsmith is chairman with the following named aides, most of them members of the Friars: Joe Weber, Lew Fields, A. H. Woods, George Burns and Gracie Allen, Jack Lait, George Price, George Jessel, Jack Benny, I. K. Weber, James F. Gillespie, Joe Laurie, Jr., Walter C. Kelly, Billy Laffit, Courtney Burr, Joe Cook, Sidney Harris, Major Emil Leindorf, William Morris, Jr., and M. S. Benham.

GRUNTERS IN DUTCH

Minneapolis Fakes Win Senatorial Crown

Minneapolis, Oct. 30.

Rough-house wrestling matches of the type now being held in the Twin Cities and attracting large and enthusiastic audiences are branded 'fakes and scandalous' by Senator C. A. Hausler of the state legislature who announces he will introduce a bill to place wrestling under the same state regulations as boxing.

Wrestling, as evidenced by recent matches held in the Twin Cities, is a fake, the Senator avers. 'By their dirty tactics the wrestlers arouse the fans, who are taken in by the humbug, to such a frenzy that they would not surprise me to see a serious riot one of these days.'

With wrestling under state control, fakery can be eliminated from the ring.

MARRIAGES

Bill Barron, manager WB's Belmar theatre, Pittsburgh, and Katherine DeRoy, non-pro, in New York Oct. 11. Groom was formerly chief booker for Warner's in Pittsburgh district.

Dorothy Irene House to Andrew W. Devine, Las Vegas, N. M., Oct. 28. Groom is Andy Devine, screen player. ride, also is in pics.

Marion Dix to Haworth Bromley at Las Vegas, Nev., May 28. Eric is a screen writer and groom studio executive.

Ethel Wales to John W. Stockton at Yuma, Ariz., Oct. 16. Bride is a pic comedienne and the groom a La Jolla, Calif., biz man.

Bunny Snyder, chorus girl with Gertrude Avery's Diamond Revue, and Billy Rhodes, sax player with Don Trancor's band, in Austin, Minn.

Marion Valentine to Donald McKay, Oct. 29, at Hollywood. Groom is biz manager for Nell Hamilton.

Lupe Velaz to Johnny Weissmuller, Las Vegas, N. M., Oct. 8. Several donkeys but they finally added the splic.

Chicago is a city of finger pointers. It is the haven for guides. Everybody is a guide. There are more than 10,000 professional guides in town at present. It's an industry.

Chamber of Commerce can't understand the local unemployment figures, according to all indications, all jobs should have been hired as guides by this time. Everybody else has. Claimed, however, by the local professionals that many scab guides have been imported from the hinterland because they work under the scale. Which accounts for people landing down in Englewood when asking for the quickest way to the Fair grounds.

Every large building guides; Merchandise Mart parades more than 7,500 gawkers daily through the world's largest building. Wrigley tower, Straus tower, Mather tower, Willoughby tower, Tribune tower, Morrison tower have played to more than 8,000,000 people since the Fair started, with each sight-seeing hound planking down two-bits for the privilege of giving the town the o.o. from the high roof.

All department stores have guides, with the sightseers taking time out at the hostery counter to pick up a few bargains. All the hotels have guides and not counting the under-cover ones, either. There are Chinatown guides, ghetto guides, Art Institute guides, NBC guides, loop guides, nite club guides (sometimes called steers), theatre guides, individual guides and group guides.

Center Rush

Guides are paid off in various ways. Sometimes in two ways, by the come-on and the nite club or tower in which the visitors are guided. Others are on straight salary; still others depend on the tipping generosity of the people to whom they point out the garage where seven gangsters were bumped off on St. Valentine's Day.

However, as far as the gangster thing is concerned it is noteworthy that the angle was played down completely by the Fair press staff. People were here to see the Fair and paid little attention to the gang yarns.

Totally different to former attitudes when even the casual visitor to town insisted on being led to places renowned as hot hang-outs or where some gang drama had occurred.

FREEZE ARTY OPERA

L. A. Patrons Want Hot Cha With Schnapps

Los Angeles, Oct. 30.

Arty opera with spaghetti and beer by old-time warblers and singing waiters is out of the Paris linnery after four stanzas. Natives want hot cha and not the bluesies.

Drop decision came when the operators were putting on 'Faust' while delivering off the arm. Tipsy patron yelled through murky eyes: 'Hey, didn't know it was Hallowe'en yet.'

Warblers got temperamental, but a free smacking fist was averted, and the announcement of the dropping decision followed.

Spot may decide to pay for a name band.

NEW GARDEN BOOKER

Joe Bernhart is the new booking manager of Madison Square Garden, succeeding Harold J. Dibles. Latter has gone to Boston as general manager of the Garden there.

Bernhart was formerly in charge of the New York Garden's radio station, which was merged with another lower powered local unit.

BIRTHS

Mr. and Mrs. David Tannen, son, in Chicago, Oct. 27. Parents are vaudevillians.

Mr. and Mrs. Jack Haley, son, Oct. 25 at Cedars of Lebanon, Los Angeles. Father is under contract to Charles R. Rogers at Paramount. Mother formerly Flo MacFadden, stage.

Mr. and Mrs. Frank Perkins, daughter, Oct. 25 at Polytechnic hospital, New York. Father a songwriter.

Broadway

Chalk up a wrong for Skolisky as to VARIETY becoming a daily. Sylvia Lewis back in New York. Colleen Moore to Bermuda on vacash.

Louis Weltzenkorn back from Hollywood. Charles Althoff's son Jack has a broken arm.

Rosen Morris lurching in a spiffy new milk coat.

Mrs. Gerson's Chinese chef is first-named Otto.

Helen Hoerie in advance of Pola Negri's Trip to Pressburg.

The Harold Kemps celebrated their 10th anniversary Sunday.

Milt Pickman road managing and dozing as p.m. for Ted Lewis.

Howard Benedict front man (press) for 'Her Master's Voice.'

Motormen's brogues on Broadway's red trolleys star the McCoy.

Reggie Childs promoting football celebrity nights at Roosevelt Grill.

Pete Kuhlhoff, Verne Noel went rural for the Halloween week-end.

Name of Europa changed to 55th St. Playhouse. Used to be that before.

S. Rabbe Kan came up from Bermuda for the ride and brief N. Y. vacash.

Florence Tempest (Mrs. Homer Dickinson) has inflammation of the intestines.

John Krimsky ate the wrong things or at the wrong time. He's in bed for awhile.

James Cagney given a three weeks' vacash by Warners after 'The Finger Man.'

Turtle-neck eaters imported to Broadway from Hollywood: reduce actors' laundry bills.

Edith Nicholson, graphologist, analyses handwriting for customers at the Club Richmond.

Vic Irwin claims to have won the NBC tennis tournament, although NBC hasn't mentioned it.

Fred Braden, executive director of Ringling Bros. circus, in St. Vincent hospital for hernia op.

Damhofer Weiss Troupe from Berlin playing German-Bavarian Village on the Troy-Schenectady road.

Mary Charles is entertainer at the Algonquin Supper Club, which holds forth Thursday and Saturday nights.

Best sports headline of week, Dan Parker's 'Bird of a Nation,' in commenting on the Carnera-Uzducan match.

Capt. Pierce Power-Waters of London was the company manager of the short-lived 'Give Us This Day' at the Booth.

Antoinette Perry with game knee, injured when she bumped against a box containing wedding present for daughter Margaret.

Monte Goetz, Paramount auditor, seriously ill of pneumonia which followed appendix operation.

At Mt. Vernon hospital. Just as soon as the treadmill bit is over in 'Hollywood Horrors' the nags cranny their necks for the always given lumps of sugar.

Irving Mills throwing one of his big parties prior to his nameing on Hollywood on a Duke Ellington deal for Paramount's 'Funny Page.'

Rudy Vallee feted the radio eds et al. at the Hollywood restaurant Thursday nite after his broadcast in celebration of his fifth year on the air for Fleischmann's Yeast.

'Times' critic has dropped the letter 'U' from in far too many years, by line being just Brooks Atkinson or 'Brooksie' for shore. Mordaunt Hall has forgotten the 'P,' as well.

Rube Goldberg's comment when going flash at a fellow of himself sitting on a securely held bulldogged steer at Garden: 'I look like a china doll in a dynamite factory.'

'Times Square' hamburger distributor circulars offering an extra portion with every purchase. Offer ranges from a bottle of free gin with every \$3.50 purchase to a quart of 'imported Scotch' with \$2 buy.

Albert Deane and Sir Benjamin Fuller have a \$1 bet that 'I'll take five years to collect. Deane told Sir Benjamin that in five years the price of Fuller expects to be back in New York, there'll be a better hotel available than one Sir Ben has his eye on now.

Warners hosted for three days last week four Chicago film reviewers, brought on for the premiere of 'World Changes,' with all expenses paid on trip and while in New York. Representing the Chicago critics were Carol Frink, Hazel Flynn, Doris Arden and Carl Rodenbach.

Abe Lyman moves into the New Yorker, Nov. 3, replacing the price tag incumbent Barney Rapp. Latter bandman will from his exit from the hotel play theatre dates around New York. Rapp and his men are due to become full-fledged members of the New York musicians' union in four weeks.

The mayoralty candidates now get billing on two ex-42 picture houses. LaGuardia decorates the Criterion. O'Brien, under the Tammany aegis, also monopolizes the Times Square triangle with a loud-speaker spelling out the candidates' names. Elksner has leased the inside as well as the outside of the Criterion for three weeks, paying \$1,000 per week for the works. A show is given on the marquee nightly.

Berlin

r. Hans Bernmann

Ernest Under back in Berlin. Conrad Veidt left for Switzerland. Berlin had 15 premieres in September.

Livio Pavaneli arrived, working for Italia.

Oberrambergau to reopen Whit-sunday, 1934.

Louis Graveure left for England for a holiday.

English Playhouse opened the season with Tagore's 'Post Office.'

German film industry contributed 150,000 reichsmark towards winter relief fund.

Anny Ondra, Max Schmeling's wife, left for Paris to play French versions of her films.

Willi Forst, who ran into motorcycle with his car in August, has to answer charge for two dead in court.

Richard Strauss attended Berlin premiere, 'Arabella.' Chancellor Hitler and minister Dr. Goebbels listen inognito.

By order of the Prussian minister of Education, the Mendelssohn room in the Prussian State Library is now called 'Hall of the German Masters.'

Film propaganda for the impending German language is in the hand of Eberhard Fangaut of the film department of the Federal Office for Public Enlightenment and Propaganda.

Commenting on first Jewish toneless German language film, the OFC in Tel-Aviv, trade paper expressed hopes that all Jewish toneless in the world should in future be made in Hebrew; that would reduce Jewish share in film production to adequate proportion.

Cleveland

Irene C. Pullen

Dutch Limbach now lecturing. Frances Fay guest-starring at Patent Leather.

Orville Slater, ex-song-plugger, now a safe greeter.

Herman Gelman bought cafe to get bandmaster-south a spot.

Phidolais Rice merging drama school with 'Harlequinade' of the O'Connell.

Antonio Vitale, Hipp bandmaster, married to Celia Hasek, Oct. 14.

Ben Bernie partied Guy Lombardo at Hipp to show there's no hard feelings.

John Hale smiling again with 'Musie in Air' launching Hanna season, Nov. 6.

Brewing officials tossed a party for 'Vantiles' gals and burned when reporters crashed.

Louise Isaacs, manager of Dave Lederman's burly house, cut up badly in auto smash.

Rubenstein relaunching Galet's first burly show, which is headed by wife, Hilda Wausau.

Honey Wong managing another cafe under name of Honey DeWone while hubby runs another.

Local syndicate plotting to move Chicago 'Streets of Paris' into Public Hall around Thanksgiving.

Windsor French, 'News' chatterer, and Margaret Perry, actress, back from honeymoon trip to Chicago.

Town's first femme angel is Louise Bernard, broker's wife, who's launching Broadway Billie's new niter.

Gilda Gray throwing party for press at Club Madrid and doubling at Rubber Goldberg's night spot.

Seward Covert, ed of Bystander, and Jane Stockwell back from honeymoon in Chicago between editions.

Losing lease on New China, Bill Foo is opening new cafe only seven doors away and using old name for it.

Harry Dropper booking two bands for opening of Mayfair Club, first to try \$2 minimum charge in these times.

Howard Inches commuting between New York and his new theatre school in Sammy Manheim's studio.

Mike Speciale wondering how he'll lead Mayfair's band and run a booking office with only four hours sleep nightly.

Dorothy Keith, divorced six months ago from Andre Laszky, Chicago revue producer, is his chorus director at Phaeasant.

Vai Emaline fixing special lounge room for her niter's band boys. But they resent its pink walls and dog-dog-dog.

Gwen Wagner, backing new stock at Public Hall, labels herself youngest legit producer in U. S. Formerly a radio hand, she's a carpet.

Carl Cohn, backer of Chicago's Chez Patee, claims he'll spend 20

grand opening combination niter, dance hall and beer garden, here.

Horace Wade, young playwright-author of 'Great Scott,' finally having one produced in New York in December. Jackie Hugel, local radio jive, slated for title role.

Pittsburgh

By Hal Cohen

Pittsburgh Civic Playhouse doing 'Three-Cornered Moon' as its first.

Helen Hoehle and Fred Jordan in town getting burg Pola Negri-concious.

Billy McCoy, the Chatterbox host, had his first drink of legal beer last week.

Joe Rubin off for New York to hunt some new septa talent for his Paramount Inn.

Morty Henderson has gone on one of Doc Bienenhauser's diets and claims it's a telephone for 12 months.

Warner Club had a capacity turnout for its second annual dinner dance at William Penn.

Harvey Allen, author of 'Anthony Adverse' and a former Pittsburgher, in town visiting old friends.

Harold Lund, once football manager at W. J. Prete back to the old campus whenever he can.

Elmer Kenyon still the town's biggest leg booster through the Drama League and little magazine.

Hilda Feldman back home to New York to get married after spending two months in the Feldmans.

Only guest at the Variety Club banquet without a tuxedo was one of the town's most prominent clothiers.

Harry Feinstein, WB booker and Pitt alumnus, followed Alma Mammy to South Bend for Notre Dame clash.

Brother Milton's interest in pro football team here has George Jaffe, the burlesque king, grid-concious.

George Jessel, in town for Variety Club banquet, acted as Luke Barnett's straight man in latter's ribbing act.

Clyde Hager, vaudeville comic who does that takeoff on a street hawker, has his son, Kenneth, traveling with him.

Charlie Danver, 'Post-Gazette' columnist, laid up with broken ankle, can't discard the crutches for a month yet.

Two local gals, Helen Duval, of Kirby, and Helen Duval, and Miriam Verne (stage) of Dodge Bros. revue, in Pitt vaude this week.

San Francisco

By Harold Beck

Bill Wolf spends his Sundays digging divots.

Bill O'Neill out on the road as exiled for RKO.

Fin D'Orsay up for Monday night's Shell Oil broadcast.

Herman Zobel scrambled after looking over the Golden Gate.

Dave Glickman still at Mt. Zion hosp. after a flock of operations.

Mel Hurling's sec, Sylvia Waldman, off for Brooklyn to visit her family.

Low Serbin rigging up a kleig light opening for his dance shoe emporium.

Prosperity notes: Ben Kiasen's new car, Johnny Toffoli's new accordion.

Roy Reid and Gordon Allen up north with their 'Seventh Commandment.'

Mel Klein, Col office mgr., went poetic for one issue of the firm's house organ.

Jack and a seven-and-a-half-pound boy at the hotel.

Jack Tillman and the original Isaac Walton catching mess of striped bass on Julian Harvey's yacht.

Benny Rubin and Dick Wiel envelop in a mammoth dog hunt, directing the chase from the comfy recesses of a cab.

Mona Lowe in town for a few days while hubby Paul Rick Mackler works on the Macon with Harrison Hollway and Al Cormack.

Lester Culley, new studio engineer at NBC: Ernie Wilmschurst, who organized the technicians' union and didn't join the company group, shifted to KFA.

On film row this week were Charlie Holz, Del Paso, Sacramento; W. C. Bremer, Strand, Glroy; Charlie Arred, Francisco, Sausalito; J. D. DiTasio, Liberty, and A. A. Nyberg, Sierra, Sacramento.

Half dozen Friscoites who attended the picture code hearings in New York City returned: Morgan Walsh, H. V. Harvey, L. S. Hamm, Les Dolliver and Henry and George Nasser.

London

Hilda Trevelyan publishing first novel.

Julian new sketch.

J. L. Sachs. ceedings.

Pat Paterson signed by Fox after film test.

Tetrazzini here for farewell concert tour.

Bud Flanagan won \$3,500 on the Casarowitch.

Fred Sanborn off to play return dates in Paris.

Ebby Namash now a regular feature on the air.

Stanley Rayburn postponing his sailing, due, to business.

Max Rivers back from Paris after staging the new Empire revue.

Reilly and Comfort signed by Decca for rights.

May Wynne quartet off to Paris, with Cannes and Nice to follow.

E. J. Tate making arrangements to go to New York early November.

H. B. Warner here for British International Pictures' 'Sorrell and Son.'

Charles Morgan's royalties to date on 'The Fountain' have totaled \$175,000.

'Nymph Errant' doing \$6,000 for two shows, new record for the Adelphi.

Cafe de Paris doing big with Josephine Baker, but clientele not the regulars.

Despite midnight performance of 'Ballerina,' show has been in the red since opening.

Covent Garden Opera House Dance Club holding special Bing Crosby party.

Sir Harry Preston, 73-year-old sportsman, recuperating after serious operation.

British Broadcasting Co. abandoning women announcers after first experiment.

First list for acts entirely suspended at the London Palladium during 'Crazy' season.

Vic Plant with fractured shoulder acquired during one of the crazy stunts at the Palladium.

Ellen Robey holding exhibition of her painting 'Daughter of the comedian George Robey.'

Unlike previous years, the motor show has made little difference to the West-End grosses this year.

Charles Cochran off to Paris, to make final arrangements for the Xyrene Printemps season over here.

Dennis King and Jeanne Aubert, stars of 'The Command Performance,' to make their debut on the air.

Anton Dolin of 'Ballerina' and Henry Baynton, Shakespearean actor, escaped uninjured in auto smash.

Emmerich Kalman, Hungarian composer, paying first visit to London to conduct broadcast of his works.

In less than a month Bernard Falk's autobiography, 'He Laughed in Fleet Street,' has run into five editions.

Garner, Wolf and Hanks changing their mind, and putting their signatures on the dotted line of a British contract.

John Southern, disposing of his woman announcer at Collins' music hall. Audiences would not stand for it first night.

London Coliseum likely to go back to musical productions early in 1934, with Buddy Bradley talked of as staging the dances.

London now has its own dirt sheet. It is labeled 'The Keyhole.'

Cecil Landeau struggling hard with the Russian language.

New night spot with ambitions is the D.A.M., hiding the identity of the Hon. David Tennant, the Hon. Arthur Elliot and Michael Lafore.

Addison Randall, brought over to play in British International film which did not materialize, to star in show produced by Sinclair Hill.

Simon Rowson's let-out from his executive post with Gaumont-British cost £100,000, which is Jack Hylton's unexpired salary and director's fees.

Negotiations on between Peter Higgins and Jimmy Bryson, former Universal chief here, to do a series of short films on the 'Chaucer' Olcott's Irish musical plays.

Brighton council announced Aquarium lost over \$100,000 during past four years, blaming management. The adjoining picture house had dropped \$10,000 in six months.

'America Calling Again,' another version of Eddie Pola's, will be broadcast Nov. 12, with Jack Hylton's band doing a take-off of Whiteman, Lombardo, Lopez and Ellington.

Paris

Alice Field gone blonde.

Sam Morris of Warners about town.

Bert Firman's band doing a short for Fox.

Louise du Pre Goodwin off to London.

Marguerite D'Alvarez preparing for concert.

Lud Gluskin's band back at the Montmartre.

Max Reinhardt and Helen Thimig back in town.

Reva Reves to open Cafe de Paris, London, in November.

Charlie Gordon angling to take over 1830, swank nitey.

Tullio Serafin conducting series of Rossini operas at Opera Comique.

The two little boys from Broadway, Connelly and Sherwood, roped.

Cecil Sorel taking dancing lessons from Raymond Duncan before going music hall.

Elisa Maxwell entertaining at 'Bagdad' before dashing socially off for here and there.

Valeska (Mrs. Bill, United Artists) Morgan, up from Spain with the Lacy Kastners before sailing 'vialt' home.

A. de Monzie, Minister of Education, asking National theatres not to engage foreign artists for future repertory.

George Cathelat, tenor St. Luke's Chapel, made hit debut at Opera Comique in 'Pelléas and Melisande.' But he's going on with his choir work.

Photos of Ann Pennington, Ed Wynn, Joan Blondel and Bill Powell headlined at Yank bar, West Haven, run by John and Buster West, ex-Broadwayites.

New Haven

By Harold M.

Lou Sagal relaxing after that Poll chain sale.

Blue Moon using seven acts one nite weekly.

Freddy Johnson's bachelor days ended Oct. 21.

Jack Sanson studying his kid's bank combination.

Ray Quinn now fante's war stores.

Football season jacking up week-ends in nite spots.

Henry Busse played a style show just to keep in trim.

Armand Nichols, managing 'Miss America,' in and out.

Sydney's orch and Hotel have resumed activities.

Lucille Stoddard in from N. Y. for dance class connection.

Morgan Chaney looking on familiar ground at the Rodeo at Arena.

How come no Shubert booking for Army football nite this year?

George Peck, Par usher, inviting cauliflowerer to make an amateur pug.

Francisco Riglio took baton out of mothballs for two-nite run of 'Robin Hood.'

Mat Pust, gunning for burglar who swiped his theatre passes and Yank Army tickets.

Ollie Edwards, ex-Poll exec, named political agent for local mayoralty candidate.

Dave Edrie, trying to make an omelet from egg laid by Shan-Kar Hindu dancers at Shubert.

Dallas

By Raymond Terranella

Joan Crawford's mother in for a visit.

Alfreda, birthday.

Jan Isbell Fortune's 'Flammule' opening Tyler little theatre season.

Homer Drak venturing to put a Shakespeare troupe in downtown Meiba.

Vic Insirillo and his cornet up from Houston for guest app at Palmer.

Will Rogers, blowing into town with Vice-President Garner et al., stole the show.

Robert M. Bar, Josephine Oliver and Louis Veda Quince bunched on a cowboy show at Highland Park town hall.

Dr. Carl Moore and Harry McPherson steering the works for a second annual Southwestern convention for magicians, slated Nov. 16-18.

Jan Isbell Fortune, exiting as publisher for Oak Cliff little theatre, succeeded by Al Loughran, Claud French and Bonnie Wright Blinford.

Noel Francis-Dallas' own Francis Dancy—finds it hard to visit her folks under Skipper Cherry's insistence that she sing a week at the Palace.

Minneapolis

By Les Rice

Paramount exchange has new oil burner to keep staff hot this winter.

Warner Brothers' new club room now fully equipped and ready for use.

Charlie Jackson, Paramount salesman, recovering from illness and gaining back lost weight.

Eugene Ormondy, conductor of Minneapolis Symphony orchestra, back from European trip.

Friends of Harold Kaplan welcomed him back to his home town as manager of the reopened Minnesota.

Opening of pheasant hunting season resulted in exodus from film row to northern Minnesota woods over week-end.

Four Albee Sisters, local vaudeville act, and their mother, Mrs. Anna S. Albee, escaped injury in bad automobile accident.

Mystic 13, local magicians' organization, adopts new ruling, no magic—no member, thus continuing membership to bona fide tricksters.

'Buz' Bainbridge, showman mayor, told state liquor control commission that liquor should be sold at places to which women could have access.

Archie Miller, once manager of Dewey (burlesque) theatre here and now a film exhibitor at Devils Lake, N. D., passed through on way to Milwaukee and Chicago for a vacation.

Hugh Andress, manager of Lyceum, big loop independent first-run house, dark because of inability to obtain product, in New York conferring with owner regarding theatre's future.

City council took action against Birchwood Inn, night club, for holding out lure of free beer to University of Minnesota fraternity members and urging latter to bring along 'the femmes'.

Metropolitan opens legit season Nov. 5 with Olsen and Johnson in 'Take a Chance' for three days. Latest opening event only, after which the duo will be in sight in Katherine Cornell for half week in Dec.

Denver

Marcel Dupre, Paris organist, packed St. John's cathedral at his recital.

R. R. Raub, former p.a. at the Denver, moved to Pueblo to do some job for Cooper-Publix houses.

Mrs. Aloha Wadsworth, widow of the murdered Capt. Wadsworth, is showing her travel adventure films at the Victory.

Eldon Menagh, manager of the Star theatre at Fort Lupton, thrown from his horse while deer hunting and had to walk five miles to camp.

Robt. Garland, Columbia salesman, and Kathleen Fitzgerald, of Denver married. After a honeymoon trip to Mexico they will live in Denver.

R. E. Griffith, head of R. E. Griffith Amusement Co., and Westland Theaters, left for 10-day trip to his Oklahoma City and Dallas offices. If he can make it, they will go to Mexico for the deer season.

Fred Schmitt, Orpheum orchestra director, narrowly escaped serious injury when a heavy chandelier tore loose, hitting him on the head and shoulders. Killed him out and had to be carried off stage. Was directing band from wings when it happened.

Out-of-town exhibitors thick on the way. J. R. Smith, manager of the Natham Salmon houses, Santa Fe, N. M.; E. J. Tudy, Madrid, Neb.; L. M. Keller, Curtis, Neb.; Chas. Bumstead, La Veta, Colo.; Harold Rice, Laramie, Wyo.; Ed Schulte, Casper, Wyo., and John Greve, Oak Creek, Colo., who was on his way to the world fair.

Cincinnati

By Joe Kolling

Paul Krieger new fire chief on film row.

Mug lifters at Old Vienna mugged in colors for buck a throw, artist devoting five minutes per head.

Shrinkage of local tax shows makes it tuff for Empress, Cincy's sole buyer, to get new faces.

Castle Farm, outlying nitery, has 80c Saturday concert and 40c on Sunday and is dark-rest-of-week.

Priscilla Holbrook, with Jerry and Her Baby Grands, drew relatives and friends from her native Hamilton, O., while playing Strand.

Joe Laystone, town's biggest dancant, allied admiral, lunch on front of in Netherlands Plaza; stunk kept exclusive by absence of publicity.

New Business

(Continued from page 42)

ments from KJR and KOMO, one each week from each station; started Oct. 30 to run three months.

Club Villa (new cabaret), Jules Buffano's orchestra remote through KJR each Tuesday to Saturday, inclusive; began Oct. 28.

Arctic Fur Co., series of 35-week evening spots over KOMO and KJR from Oct. 29 to Nov. 3.

Argonaut, 15 minutes every Tuesday and Saturday evening, starting Oct. 31. KOL.

Kristoferson's Dairy, 15-minute children's program, daily except Sunday, 7-7:45 P.M.; starts Nov. 1, to run indefinitely.

Scotty's Tie Shop, spot announcements every Tuesday, Thursday and Friday over KOL; started Oct. 28, to run six months.

Piskner Brewery, one hour each Sunday evening, 'Modern Beer Garden,' over KOL, every fourth week over KOIN, Portland; started Oct. 28, to run six months.

CINCINNATI

Southern Coal and Coke Co., Knoxville, Tenn., mining firm, starts Nov. 2 on WLW for 26 Thursday night spots.

Other talent includes the Charloters, Negro male quartet from the station's staff. Account direct.

Refiners, Inc., gasoline vendors, new on WLW, for series of Saturday night blasts from 8-9. Program styled Refiners Carnival. Started Oct. 28. Employs largest cast, for from Crowley's staff, on this station.

Of four bands used, two are William G. Stoess and His Flying Dutchmen and Keith Wideson's Includes talent includes Ponce Sisters, Paul Stewart, the Charloters, Marion Clark, Oklahoma Bob Albright and His Four Cowboys, and others. Account placed by McCann-Erickson, Inc., Cleveland.

PITTSBURGH, PA.

P. Duff & Sons, 6-minute talks by Dorothy Duff, three times weekly for 13 weeks. Placed by Batten, Barton, Durstine and Osborne. KDKA.

Commercial Milling Co., two spot announcements and four participations. Placed by Home Forum.

Placed by Karl Behr. KDKA.

S. O. S. Co., daily participation in Home Forum for eight weeks. Placed by Scott, Howe and Bowen. KDKA.

Reo Motor Car Co., daily spot announcements for two weeks. Placed by Maxon, Inc. KDKA.

Philadelpha Co., solo Miller, singing organist, twice a week for 38 weeks. Placed by Equitable Sales Co. KDKA.

LINCOLN

Faust & Gallagher, Butternut coffee. Comedy dialog on Mon. Wed. and Fri. 12:45-1. Also sponsor for 13 weeks. KOL.

Dr. Townsend's stomach and liver pills. Local program led by H. Gander, philosopher, disciple of Ghandi, and orchestra leader; 10-10:15 p.m., six times per week. Three months, beginning Nov. 28. WYOW.

Buck's Bootie, 15-second breaks, five times per week. Began Oct. 23 for indefinite period. WOV.

OMAHA

Skelly Oil Co., Jimmy Allen series, 15-minute transmissions, 6 p.m., six times per week; 20 weeks, beginning Nov. 6. WOV.

Dr. Townsend's stomach and liver pills. Local program led by H. Gander, philosopher, disciple of Ghandi, and orchestra leader; 10-10:15 p.m., six times per week. Three months, beginning Nov. 28. WYOW.

Buck's Bootie, 15-second breaks, five times per week. Began Oct. 23 for indefinite period. WOV.

PORTO RICO

Packard Motors, 13 weeks, semi-classical-musical program. WKAQ. Placed by Conquest Alliance.

Kolome Footstep, 13 weeks, with Rosa Maria Berrios, soprano. WKAQ. Through Conquest Alliance.

LOS ANGELES

Bradford Bakeries, Ltd., KNX, announcements on the two-hour daily breakfast program.

Willard Tablets, KNX, four 15-min. periods each week, discs of hill billy music. (John Blair.)

VENEZUELA

Marvella Cream Cuts, extended its schedule of WVEB, Caracas. Placed through Conquest Alliance Co.

HAWAII

Richard Hunter Products, 13 weeks, electrical transmissions. KGMB, Honolulu. Through Conquest Alliance Co.

CHATTER

Chicago

Snove! Dave Nowinson has written a musical comedy.

Abram Myers sits Turkish fashion on the chair.

Jack Fine's new business quarters plenty swank.

Walter Preston is the telephone hound of local radio row.

Ed Petry in town on a tour of inspection conferring with Ed Vonn.

Harry Richman allowing a cold to kill a couple of shows at the Chez Paree.

Eddie Elkor leaving Leo Salikin-Mann Turner office for own spot in New York.

'Alice in Wonderland' Little theatrium production getting a vaude agent.

Les Atlas scrambling out of CBS office for an o. o. in St. Louis and then-in to N.Y.

One hundred and fifty weeks at the Shl-a-Bar Gardens for the Emil Chagall orchestra.

George Gatsay, Felist Music Company, sort, here contacting orchestra leaders and radio singers.

Bob Lewis, of the Plough-Lewis school, appointed state supervisor of Missouri, by the Dancing Masters of America.

Ray Whitaker back from his summer sojourn in the east to get the Shubert started November 3 with 'Dinner at Eight.'

Leslie Wood, staff artist at Loew's Midland, is an aviator, having started back in 1912, and was one of the first pilots to fly night air mail.

Lou Golden, who for the past few months has been looking after the publicity and assisting Manager Lehman, at the Mainstreet, called to Chicago, for assignment.

Kansas City

By Will R. Hughes

Wallace Beery here between airplane hops.

Jack Moffitt in Hollywood—a short vacation.

Managers' annual headhache, the charity drive, starts Nov. 1.

One hundred and fifty weeks at the Shl-a-Bar Gardens for the Emil Chagall orchestra.

George Gatsay, Felist Music Company, sort, here contacting orchestra leaders and radio singers.

Bob Lewis, of the Plough-Lewis school, appointed state supervisor of Missouri, by the Dancing Masters of America.

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Baltimore

By Al Scharper

Paul Wiltstich in and out. Pitchmen scarce hereabouts.

Harvey Rivkin leaving WCBM. Pitchmaster installed at 'Emilio.'

Ben Evans, local tenor, going vaude.

John McKee to direct stock try at Auditorium.

Joe Henschel here polishing off new novel.

Charlie Warren, 22, town's youngest house manager.

Joe McCord gets brain-child publication 'Going By.'

Those mythological murals at Sherry's causing comment.

Jack Walsh got a thrill playing role in amateur show for church benefit.

Literary mob regretting Louis Bromfield made last minute switch to Princeton as homesite.

Laureline Bae (Mrs. Bill Saxton) again conducting Loew's Saturday morning dance classes for the kids.

Ogden Nash, on year's leave from Farrar and Rhinehart office to do that 'big' thing.

Local holidays contemplated floor shows. Towers featured cast of 'Murder at Vantiles' at opening on Halloween nite.

Brooklyn

By Jo Ranson

Judy MacRae going to Paris.

Eddie Dowden, Met p. a., ailing.

Dave Davidson, Par p. a., will be a daddy soon.

Henry Herman new m. c. at Moulin Rouge.

Eddie Cushing, new editor of 'The Eagle' magazine.

Bob Weltman pushing go-cart on a 'day' out from the Manhattan Par.

Tim Markes Times-Union radio scribe, handling air program for Albee each week.

David Bratton covering Federal Court for Times Union; former radio ed of sheet.

Maurice Bergman, former p. a. at the Par, has moved his frau and books to Manhattan.

Local holidays contemplated floor shows. Towers featured cast of 'Murder at Vantiles' at opening on Halloween nite.

Radio Exploitation

(Continued from page 42)

Effort of the management was to secure vocal similarity and not physical resemblance, so that stage was shrouded in dim blue effect.

Negotiating with M-G-M and NBC offices in New York, Brown also arranged for local plugs on the picture to follow the Chase and center hour with Durand and the Lucky program with the Baron.

Daily sheet cooperated with house to extent of solidifying radio merchants for ads in the daily paper day before opening.

In return for mentioning name of picture in their ads, merchants were given booths in the lobby, and the theatre and the paper stood the cost of the booths.

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Hollywood

Max Baer planned to Frisco. Austin Parker is out at Warners. Frank Albertsons have separated. Stanley Gibson in for two weeks. Jane Barnes taking flying lessons.

Ethel Fitzgerald back from New York. Fred Kohlmar even bathes in his back.

Bell's eatery reopened with new bosses. Merritt Hulbard in from Par h.o.

Sam Goldwyn splashing at Palm Springs. Chuck Reisner vacationing in the mountains.

Montmartre. West's spot, has found.

Al Belien, Chi loop hound, out for Kell-Engel.

Chic Chandler tuning car for dirt track racing.

Mob failed to see Macon because of Gen. Fowler off cigarettes, puffing a pipe that chases pals.

Claude Binyon bought lot and half at Toluca.

May Wirth has a black.

Ken Henchols carves totem poles on the slide. Which side?

Grace Moore and Gloria Swanson staged a private golf match.

Gene Fowler, with J. F. Parker in Portland, o. o. in Hollywood.

Jane Young, sec. of Par smiths, flew back from east.

Bill Daniels has photographed every Gary for five years.

New 19-hour air mail schedule between the Coasts now in effect.

Ralph Block back to WR after nursing Gals' pic for five years.

Wood Soanes, drama crink of the Oakland 'Trib,' o.o.ing cinemaland.

Victor Jory passed up a Honolulu beach for a hunting trip in Nevada.

Buzz Berkeley, Ginger Rogers and Phillips-Holmes lunching mothers at Sardi's.

Honeymonsters Joel McCrea and Frances Dee return this week from the east.

Al Rockett planned to New York Saturday (28) for a three weeks' broadcast.

Marlene Dietrich had her youngest sister working with her in 'Scarlet Pageant.'

John Miles away from Fox publicity department with minor auto crash hurts.

Gene Raymond burned over being announced as Jane Raymond at a broadcast.

Metro's feed for Secretary of Navy Swanson nicked the studio \$350 per plate.

E. W. Harris got a wire-haired pup from Hardie Albright as a birthday gift.

Blake McElveth out of Paramount publicity department east for advertising agency job.

Cary Grant on a sneak motor trip, denying intention of eloping with Virginia Cherrill.

Bebe Daniels to N. Y. to buy clothes for Bev-Hill spot opened with Mrs. Skeets Gallagher.

Jack Dallas, ex-Hillstreet theatre p.a. in Paramount exploitation department. Fills gap left by Bill Dazinger.

H. M. Walker and the wife off on the John Henry Brownway jaunt. 'Till time they'll be away a month, an' route home via Miami.

Samuel Schwartz, chairman of the Pennsylvania censor board, returns east after a look at the censor board Hart. Hays office censor contact in New York.

Soi Wurtzler will be another pic cash to get into the 'New Yorker' profile department. Sam N. Behrman will be the biographer. Previous filmites were Will Hays, Nick Schenck and Josef von Sternberg.

Indianapolis

By Bill Kiley

OBITUARY

E. H. SOTHERN

Edwin Hugh Sothern, 73, died of lobar pneumonia in his New York apartment Oct. 28. He and Mrs. Sothern arrived from England Oct. 6 on his annual fortnight business trip. He was on the stage for 51 years following in the footsteps of his father, E. A. Sothern, who popularized the silly ass Englishman on the American stage in the play alternately known as 'Lord Dunsinore' and 'Our American Cousins'.

He spent some months with the famous Boston Museum stock company and played with John McCullough. He did not gain recognition until in 1895 he was taken up by Daniel Frohman, whose Lyceum theatre, on Fourth avenue was then the class theatre of New York. He played at the Lyceum for 13 years, his great successes of that period being 'Lord Chumley' and 'The Master of Woodbarrow'.

'The Prisoner of Zenda' revealed his merit as a romantic actor and he abandoned the society roles for the more robust costume plays.

He left the Lyceum in 1898 and played with his wife, Virginia Harned, in productions of the Lyceum type. In 1900 he appeared in 'Hamlet' for the first time and thereafter he was committed to the Shakespeare repertoire, with occasional side excursions into such plays as 'If I Were King'.

He divorced Virginia Harned in 1910 and a year later married Julia Marlowe with whom he had been co-starring.

He retired from the stage for a time but returned in 1919 and thereafter they starred in alternate years. An injury necessitated Miss Marlowe's retirement in 1924, but he continued until the season of 1930-31. In the past three years they have spent their time in Egypt and Switzerland.

He is survived by his widow and a sister who resides in England.

HERBERT BARRINGTON

Herbert Barrington Hollingsworth, 61, who dropped his last name stage use, died Oct. 28 in Tarrytown, N. Y., after a protracted illness.

For a number of years he played with Richard Mansfield and other stars and was a member of the cast of the original 'Cyrano de Bergerac'. He also headed his own stock company for a time. He went into the pictures with the old Pilot films, which had its studio in nearby Yonkers, and with that start he moved on, playing with Thanhouser, Biograph, Metro and Famous Players. He retired from the stage about three years ago and has since spent his time in his old home.

Survived by his widow, two daughters and a sister.

ALEXANDER SPENCER

Alexander Spencer, once Victor Herbert's assistant conductor and music arranger, died in Cleveland Oct. 16 from heart trouble. Spencer came from Germany to America with Sarah Bernhardt as her music director and interpreter in 1880. He premiered 'The Mascot' in 1881 in New York and later made orchestration for Herbert's operettas.

Became director of old Halthorn Gardens here 20 years ago when Max Fechtenhauer managed it. Married Alice Clark, former singer, and now theatrical booker who survives him.

HOWARD GRAHAM

Howard Graham, 67, for many years manager of F. F. Proctor's Albany theatre and later manager of the Empire theatre in North Adams, died at North Adams, Mass., October 28.

In 1900 he left the newspaper business to join the Proctor forces. After serving as manager of Proctor's Albany theatre for 14 years, he moved to the Empire theatre, North Adams, in the same capacity. Graham retired from the latter position in 1930, and in recent months had held the position of city weigher in North Adams.

ROBERT SCHOEN

Robert Schoen, 62, for the past 22 years owner and operator of motion picture houses, died Oct. 24 of a heart attack. He was stricken while in his office. He started with the Universal theatre, on the Bowery, leased other houses and eventually built nine theatres in New Jersey. At the time of his death, the com-

pany of which he was vice-president had four theatres in the Long Island suburbs.

Survived by his widow, a daughter, two sons, two brothers and a nephew.

HARRY GILBERT

Harry Gilbert, 47, operator of the Riviera, Syracuse deluxe neighborhood house, and veteran upstate exhibitor, died at Crouse-Ingving hospital, Syracuse, Oct. 27 where he had been a patient for a week. Death was due to cerebral meningitis.

Silbert, a native of Austria, before the erection of the Riviera was the owner and operator of the Regent.

Survived by his widow, a son, two daughters, a brother and a sister.

ORVILLE HARROLD

Orville Harrold, 55, formerly of the Metropolitan, died in Darien, Conn., Sept. 23 of cerebral hemorrhage, following a few days' illness.

Harrold was a discovery of the late Oscar Hammerstein, who featured him in his operatic ventures. Later he went to the Metropolitan. He was with that company from 1919 to 1926. Recently he has been doing concert and radio work.

Survived by his widow, son and daughter, the latter, Patti Harrold, of Hollywood.

EFFIE PRAY

Mrs. Effie Pray Hall, 48, who with her husband, William E. Hall, formed the vaudeville team of Hall and Pray, died at her home in Lewiston, Maine, Oct. 27. The Halls trouped in vaudeville for upward of 25 years, retiring about five years ago. Mrs. Hall returned to Lewiston, her birthplace, but her husband did not join her until three years later, doing single work.

Survived by her husband, a son, Wallace Hall, now on the stage, a brother and a sister.

FRANK WALSH

Frank 'Mickey' Walsh, 59, died at the N.Y.A. lodge, Saranac, Oct. 25, of complicated heart conditions.

In vaudeville he did a single musical act and was also connected with many large musical flash acts. He also saw service in burlesque, having worked for both wheels. For the past two summer seasons he managed the N.Y.A. baseball team in N.Y.C. A son survives. Interment New York City.

JULIA ANNE NICHOLS

Mrs. Julia Anne Nichols, 60, mother of Anne Nichols, playwright, died Tuesday (24) at the home of another daughter, Mrs. E. E. Clifford, in Los Angeles, from a heart attack.

She had resided in since 1927.

Evelyn Stinson, a daughter, also survives.

Funeral services were held in Hollywood Friday (27).

CHARLES T. BURCH

Charles T. Burch, 65, died in Los Angeles Oct. 5, following a long illness. He was owner of Burch's dog and pony show and for more than 20 years he conducted the Casino dance hall in Sacramento. He was there during the time of the influenza epidemic of 1915, and with Mrs. Burch and the taxi dancers converted the place into a hospital.

Interment was in San Francisco.

HARRY V. BOND

Harry V. Bond of the former vaudeville team of Willard and Bond, died at a sanitarium in N. Y. Oct. 23 at the age of 56. For a time he teamed with Gus Adams and also appeared in legit.

Widow, son and daughter survive. Funeral this afternoon (Tuesday) at Winterbottom's, 66 West 51st street, New York.

JOE SHOEBRIDGE

Joe Shoebridge, 41, known to most variety performers throughout the world as an agent, died in London Oct. 12 of tuberculosis. He started in the business, working for Marcellini, and was associated with several prominent vaudeville agencies here. For the last seven years he was attached to the Foster Agency.

ALEX C. MACNULTY

Alexander C. MacNulty, 65, deputy secretary of New York state, and known motion picture broker by reason of the fact he headed

that department's division of Licenses, died suddenly of heart disease in Albany, October 24. His widow, a son and a daughter survive.

ROBERT MANTELL

Robert Mantell, Jr., 21, son of the Shakespearean star, committed suicide at his home in Hollywood, Oct. 24.

Survived by his mother, Genevieve Hamper. Funeral arrangements held up until the arrival of John Alexander, Miss Hamper's husband, from New York.

BERT MELROSE

William Dobbs, 43, professionally known as Bert Melrose and originator of the Melrose fall, died in Philadelphia Oct. 24, after a lingering illness. Melrose was widely known as a clown and comedian.

Survived by his widow, known in the profession as Mae Mack.

BURTON F. WELLES

Bert Welles, 41, formerly box office treasurer of the Playhouse, N. Y., died suddenly Oct. 24. Diagnosis was heart failure despite the fact that fatalities from that ailment at such age are rare. For several years he was a betting commissioner at the race tracks.

ELAINE FREIDRICH

Mrs. Elaine Friedrich, wife of Ed (Strangler) Lewis, former world champion wrestler, died at Glendale, Cal., Oct. 27.

She was the daughter of the late Sig. Salvatore Tomaso, composer and orchestra leader. She and Lewis were married in 1923.

DR. J. LEWIS BROWNE

Dr. J. Lewis Browne, 69, organist, composer and director of music in the Chicago public schools, died on Oct. 24 in Chicago of heart failure. Survived by widow, two sons and four sisters. Burial in Chicago.

DUNCAN C. MAC HADRY

Duncan C. MacHardy, 30, with Barnett Bros. Circus, was buried at Andalusian, Ala., Thursday (26). He was killed under a truck.

Father of Barrett Kieseling, with Metro's publicity department, Culver City, died Oct. 28 in San Francisco.

Stardom Near

(Continued from page 2)
of it, she ought to know what good material is. She certainly, at any rate, ought to be sensitive to good material for herself.

Advantages of 4 a Year

Miss MacMahon's contract calls for but four pictures a year, and, as she reasons it, they don't waste your time by having four films for their money a year. These terms put Warners and Miss MacMahon in agreement.

Naturally she wants the best possible material, and it's only good business for her producers, in order to realize the most from their commitment, to seek precisely the same thing. It's easier, too, to hold one's audience intact under such an arrangement. It helps keep them from getting tired and straying to other folds.

And so having touched upon why she's going to have that Warners' intention to star here is really very nice, Miss MacMahon confessed she likes pictures ever so much better than the theatre anyway. 'In the theatre,' she said, 'you do, if you're lucky, maybe four varied things in eight years. I'm going to play four different roles in one year in Hollywood—and an actress likes to act.'

She likes, too, the character parts she's doing for pictures. 'Character parts have richness—they register, they're grateful,' she said. 'Even supposedly unsympathetic roles can be translated sympathetically by the actor. Charles Laughton as Henry VIII proves it.' Variety in performance, such as Mr. Laughton gave his interpretation of Henry VIII, is an actor's most precious quality, she is sure. 'Never to repeat, never to say the same thing in the same way, that's art. It's a matter of rhythm, a half foot doing the unexpected.'

Miss MacMahon prefaced and concluded her remarks with the comment that it's a little reckless and premature of her to speak of stardom until she's seen how her first starring picture comes out. She is, it seems, much more cautious about it than Warners, though producers rarely arrive at the decision to star somebody without pretty good cause.

Musical Films

(Continued from page 2)

mentation in sound,' says Thiele. 'First, all pictures made almost were musicals. That was no good. Too much music and not enough musical feeling and interpretation. The Americans gave up and turned completely away from music. In Europe we continued experimenting. Now, Americans are turning back to music but in a slower, more intelligent manner. It has to be.

'For a long time we played with the thing in Europe, doing it, often, quite badly. But I believe we worked the problem out. Now, more and more, in every part of the world, our methods have become common usage.

Jim Operetta Problem

thing, I believe, we have still to work out is the place of operetta on the screen. In films operettas must have more substance than they do on the stage. You can't just bring in a bunch of girls and romp them around without some vague logic or build-up for their presence. Which, in operetta, is very difficult to do. Meaning, simply, that unless film operettas are to be killed completely, they must be carefully written—more carefully written than straight films. And that for both story and music writing.'

Mr. Thiele, of course, believes that anyone in Europe will ever reach the stage where he can consecutively make films that will be acceptable to America and the rest of the world.

'After a week of looking at and speaking to Americans,' he said, 'I began to realize that the psychologists are too completely different. Mentally, we cannot realize in Europe what the American theatre-goers can or cannot accept. The only way we ever, abroad, will reach the point where we can make films for picture-world-consumption, is to travel and work in all lands, thus getting an aggregate viewpoint. Thus, if Lubisch, for instance, goes back to Europe now, he can turn out pictures there that Americans can accept. But he couldn't have done so—except, of course, from time to time—before he spent some time with Americans.

'I spent some months in London and some months in France. In each country I discovered and learned new things. In each I discovered a new psychology and new thoughts. But they all came from a little something in common. America is a far bigger step. There's a bigger gap. When I learn to understand the mind here—as I hope I will—then add to it the knowledge that all the world has in common the desire to be entertained, I will begin to reach the point I am hoping for.'

Europe is in a sad way cinematically, at present, reports Thiele. Germany, he says, he's afraid to even think of. They've shooed the best talent, the backbone of the industry, out of the country. He feels and expects to rebuild it with young people, overnight. But film-making, he points out, can't be learned that way. It's a long arduous task.

The French, he fears, are too tired to reach cinematic heights and England, young, though here, he says, he feels considerable strength and possibility.

Burley Back in Bridgeport

Bridgeport, Oct.

After several years absence, lesque is doing well at the Park, old legit house here. Jimmie Kane brought Max Wilner's shows here at 90c top and gate is reported satisfactory. Gus Miller, old Pol press man, is handling the theatre.

Wilner is opening the old Howard in Boston Thursday (2). Baltimore, Washington and Providence are in his circuit.

CHORINE AGENTING

F. L. Wayne, Oct. 30.

Isabel Stockberger, former Shubert chorine, has turned acting agent here for several Chicago offices, and is handling the talent for various floor shows.

Following the opening of new Berghoff Gardens, every leading restaurant in town has succumbed to dance bands and special acts.

CLEVE. LAWYER BACKS BURLEY TEST AT MET.

Cleveland, Oct. 30.
flash burlesque, with a 30-cent top and old-time beer bar in lobby, to be tried out in old Metropolitan by David Lederman Nov. 10.

Hinda Wausau and Boob Blake heading stock company which will have a 12c of 24 local girls. Rube Bernstein, husband of Hinda, producing shows.

Louie Isaacs' managing house which has a 1900 capacity, but it will be slightly cut down by illuminated runway. Lederman, lawyer and theatrical promoter, had his first taste of theatrical life backing Gaiety and Carter burly ventures last season and is taking over the Met on a five-year lease with options.

MINSKYS BID FOR SPOT IN NEWARK'S MID-TOWN

Newark, Oct. 30.
Understood that the Minskys are dickering for the Shubert or Miner's Empire or both. Negotiations have reached such a stage that it is believed they will be settled in three weeks.

If they get what they want, they will take the Shubert and close the Empire. Seems little doubt that they will close with one house, at least.

At present the Empire is running stock burlesque while the Shubert opens next week with legit.

BURLEY CODE HEARING START NOV. 9 IN WASH.

Washington, Oct. 30.

Burlesque code hearings are set for Nov. 9 under Deputy Administrator Sol A. Rosenblatt's direction.

Proposes a minimum for principals; \$20 for chorus, traveling; \$17.50 for stock choristers. Working limited to 52 hours for all actors.

Code was submitted by an association of burlesque managers headed by I. H. Herk.

Coast Musikers

Hollywood, Oct. 30.

Edward Elliscu and Harry Warren both under the weather and unable to attend the SPA meeting.

Harry Revel's kid brother, Sam, opening a travel agency.

Both women won all the way up to San Francisco to see his tonsils snatched. His partners, Gottler and Mitchell, say he's a different man now.

Wolfe Gilbert to N. Y. with Eddie Cantor. A material man now.

Just when a good take of a Warren and Dublin song was finished on 'Moulin Rouge' Constantine Bennett discovered she forgot her French accent all the way through the lyric.

Conrad Salinger, Harms arranger, who has been loaned to United Artists for three months, forcing it back to N. Y.

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